

JAGRAN CITY PLUS

NOVEL INITIATIVE ON WORLD NO TOBACCO DAY

Bangalore, Koramangala Edition



Date of Publishing: 06 Jun 2014



On May 31, Mantri Square celebrated 'World No Tobacco Day' in the mall premise. As a part of the pledge, Mantri Square has displayed two structures. One is the 20 feet 'I Quit Smoking' tower made of dummy cigarettes and another one was a stencil of 'I Quit Smoking' wherein customers can volunteer to make a donation of any amount and Mantri Square will be giving equal amount of coins to customer to

stack it in the stencil. The entire amount raised from the number of coins filled will be contributed to Indian Cancer Society after the completion.

To reiterate the key message, 'Quit Smoking and Save the money to Explore the World', Mantri Square has displayed the first of its kind 15 feet tall replica of Eiffel Tower made of dummy cigarettes at the mall to create awareness on the merits of quitting smoking in an enthralling way. Aditya Sikri, CEO Propcare Mall Management has a firm belief that this innovative campaign will help in spreading the important message to the society that there is much more to life than burning holes in your pocket for something that has no returns than risking your life and happiness. He also added, "It is an honor to have associated with Indian Cancer Society which has been the beacon of hope in India's fight against cancer, by providing affordable and innovative solutions, for the detection and treatment of cancer, and for the post treatment rehabilitation of its survivors. They play an important role in our awareness drive to educate people on varied aspects of tobacco abuse. We look forward to a whole hearted support from the high spirited Bangaloreans."