

Israeli to be 'global ambassador' in ongoing fight against cancer

• By JUDY SIEGEL

Israel Cancer Association director-general Miri Ziv has been chosen to serve as a 'global ambassador' by the American Cancer Society to participate in activity at UN headquarters in New York this year to promote the struggle against malignant diseases by the Union for the International Cancer Control.

Ziv is now a second-term member of the union's board.

In September, a high-level meeting on preventing and diagnosing non-infectious diseases, including cancer, will be held at UN headquarters. The

session is aimed at setting down guidelines for government policies to cope with these diseases on the global level and will place them in international focus. To prepare for the special UN session, Ziv will represent Israel this week for a preliminary event, which is being organized by the American Cancer Society.

The American society has invited some 100 "global ambassadors" from around the world on the basis of their work to fight cancer, with Ziv – who lost a son and brother to the disease – as one of them. The various delegations will encourage the govern-



MIRI ZIV (ICA)

ments they represent to give support to the fight against cancer.