

Porsche Centre Bahrain and UFC Gym Bahrain drive Breast Cancer Awareness across the kingdom

02/11/2026 Porsche Centre Bahrain partnered with UFC Gym Bahrain throughout October to raise breast cancer awareness through a series of community events supporting Think Pink, represented by the Bahrain Breast Cancer Society.

Bahrain |Combining fitness, wellness and community participation, the campaign encouraged people across Bahrain to come together in support of the cause.

A specially wrapped pink Porsche 911 became the campaign's signature feature, travelling around the Kingdom and sparking conversations about breast cancer awareness throughout the month.

The programme began with a Pink Run at The Avenues Bahrain, followed by matcha and refreshments at The Matcha Bar.

The second activation brought participants together for a wellness and yoga experience at Raffles Al Areen Palace & Spa, creating a welcoming setting for movement, connection and awareness.

The momentum continued with a beach workout at The Art Hotel & Resort, before the campaign concluded with another Pink Run at Marassi Galleria Mall in collaboration with The Matcha Bar.

Together, the activations and supporting communications reached over 100,000 people, helping bring greater attention to breast cancer awareness across Bahrain. The initiative also raised BHD 500 in donations, with Porsche Centre bahrain contributing an additional BHD 1,000 in support of the cause.

“Throughout October, we wanted to bring people together in ways that made supporting breast cancer awareness accessible and meaningful,” said Semreen Ahmed, Marketing Manager at Porsche Centre Bahrain.

“Each activation gave our community an opportunity to participate, connect and contribute. Seeing the pink 911 spark conversations across Bahrain was particularly special. We are grateful to UFC Gym Bahrain, the matcha bar, our venue partners and everyone who joined us for helping extend the campaign’s message throughout the month.”

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