

# Mission 2027: The Ben Joins Mission2027 as Ambassador to Eliminate Cervical Cancer



***Copenhagen, March 15, 2025* — Mission2027 proudly announces the appointment of internationally renowned Rwandan singer-songwriter The Ben, as its ambassador. In this role, The Ben will leverage his musical talent and social media presence to raise cancer awareness, challenge stigma, and promote screening initiatives in the Great Lakes Region.**

To commence his advocacy, The Ben performed in Copenhagen on March 15, 2025, at an event organized by the Rwandan community in Denmark.

“I urge women to screen themselves for HPV, the virus responsible for 99% of cervical cancer cases, and to perform clinical breast exams for early cancer detection. Through my music and social media presence, I can drive meaningful change in Rwanda and beyond by mobilizing women to get screened for cancer,” says The Ben, who has experienced the impact of cancer within his close circle of family and friends.

Mission2027 is a national initiative led by the Rwandan Ministry of Health, aiming to eliminate cervical cancer in Rwanda by 2027. As the key partner, the Elekta Foundation has successfully screened over 180,000 women in the past 2.5 years. The Foundation is committed to mass screening the remaining eligible women to achieve 70% coverage nationwide through its FAST model, which facilitates HPV testing, systematic tracking, and timely diagnosis and treatment.

Over the next three years, Mission2027 strives to meet the World Health Organization’s global targets ahead of the 2030 deadline, positioning Rwanda to become the first African country to eliminate cervical cancer and serving as a model for other low- and middle-income nations.

” Despite our significant progress, stigma, myths, and fears still cause hesitation among some women in seeking these vital services. By raising awareness and educating the public, we can break these barriers and encourage them to get screened. In Africa, men’s support is also crucial in empowering women to participate. Early screening, detection, and treatment are key to eliminating cervical cancer”, says Lacy Hubbard, CEO of the Elekta Foundation.

Music and social media are transformative tools in shaping public perceptions and influencing health-seeking behaviors. By engaging diverse audiences, these platforms can dismantle myths, reduce fear, and encourage proactive health actions.

There is an urgent need for action in Sub-Saharan Africa to improve women cancer care. Cervical cancer remains a leading cause of cancer-related deaths among women in Sub-Saharan Africa. Limited access to screening, prevention, and treatment services exacerbates this burden. Addressing these challenges is essential to reducing the impact of cervical cancer in the region.

**Further inquiries please contact.**

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## Elekta Foundation

Elekta Foundation is a non-profit organization with the mission to improve cancer care access in underserved countries. The work is focusing on two areas: Expand Training & Education and Increase Awareness & Prevention. Since inception in 2022 comprehensive work has been initiated in Rwanda with the goal to eliminate cervical cancer and this by collaborating with government, international and local NGOs, healthcare providers and the private sector, [www.elektafoundation.com](http://www.elektafoundation.com).

## About The Ben

Benjamin Mugisha, known professionally as The Ben, is a Rwandan singer-songwriter born on January 9, 1987, in Kampala, Uganda. In 2010, he moved to the United States, where he collaborated with Detroit-based hip-hop artist Mike-E Ellison. He was also invited to perform at the UN headquarters. In 2008-2009, [I Can See](#). The Ben was recognized as the “Best Afro R&B Singer of the Year” at the Salax Awards, a national music awards show in Rwanda.

## About Mission2027

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## More information on breast and cervical cancer:

- Cervical Cancer Elimination Day of Action, [Cervical Cancer Elimination Day of Action 2024](#)
- About Cervical Cancer, [Cervical cancer \(who.int\)](#)
- About Cervical Cancer Elimination Initiative, [Cervical Cancer Elimination Initiative](#)
- [Global cancer burden growing, amidst mounting need for services \(who.int\)](#)
- WHO Global Strategy to accelerate the elimination of cervical cancer as a public health problem, [Global strategy to accelerate the elimination of cervical cancer as a public health problem](#)

