



**HRH Princess Dina Mired**  
**Director General, King Hussein Cancer Foundation**  
**Honorary Chairperson of the Jordan Breast Cancer Program**

HRH Princess Dina Mired has led the King Hussein Cancer Foundation (KHCF) in Jordan as Director General since 2002. In her capacity as Director, she founded, developed and institutionalized the fundraising and development function and programs at the Foundation, making it one of the best fundraising institutions in Jordan and the region.

As the mother of a cancer survivor, Princess Dina makes exceptional efforts to combat cancer and is very passionate about the cause. Under her direct leadership, KHCF has succeeded in enlisting all segments of society in the fight against cancer with the sole purpose of supporting cancer patients in Jordan and the Arab World. Princess Dina also leads the largest not-for-profit cancer coverage program (CCP) in Jordan, with over 110,000 members.

HRH Princess Dina, born Dina Mohammad Khalifeh, married HRH Prince Mired Raad Zaid Al-Hussein in 1992 and is the proud mother of three children. She holds a Bachelor's degree in Accounting and Financial Analysis from Warwick University, as well as a Master's degree in International Banking and Financial Services from Reading University; both in the United Kingdom.

Since she is one of the leading figures promoting early detection and screening of breast cancer for women in Jordan, Princess Dina was appointed as the Honorary Chairperson of the Jordan Breast Cancer Program (JBCP), and also serves in a number of high-profile international roles through which she advocates and gains support for the fight against cancer including:

- Honorary Co-President of Harvard University Global Task Force for Expanded Access to Cancer Control and Care in the Developing World
- Member of the Presidential Advisory Panel of the Union for International Cancer Control (UICC)
- Ambassador of the UICC World Cancer Declaration Ambassadors Program
- LIVESTRONG Global Envoy for the LIVESTRONG Foundation
- Active member of the Clinton Global Initiative
- Honorary Member of the Mediterranean Task Force for Cancer Control in Italy
- Ambassador for the Global Smoke-free Worksite Challenge
- Member of the Advisory Board of Non-Communicable Diseases (NCDs) Child

In September 2011, Princess Dina was elected to deliver the keynote speech on behalf of all civil society (social, civic and voluntary organizations) at the opening of the United Nations General Assembly High Level Meeting on NCDs; the first ever High Level meeting on NCD's in which HRH urged world leaders to put the fight against (NCD's) as a priority on the General Health Agenda.

