



ESSENCE



Tigerlily Foundation Media Kit

Mission

Tigerlily Foundation's mission is to educate, advocate for, empower, and provide hands on support to young women – before, during and after breast cancer. We also aim to end isolation among young adult breast cancer survivors; improve the quality of life for young adult breast cancer survivors by creating vigilant self-advocates; and to promoting fearless females.

Programs

Chemotherapy Buddy Program

The *Chemotherapy Buddy Program* provides oncology patients with a “buddy” throughout treatment, who can provide peer companionship and support.

At Home

Working with Let's Dish, a retail meal preparation service, Tigerlily Foundation and friends prepare and deliver meals to women going through breast cancer treatment. Supporters can schedule an event, make the food and it gets delivered to a woman in need. Enter the code F9-Tigerlily at checkout and Let's Dish will also donate 10% to Tigerlily Foundation.

Funds for Families

Often, families don't anticipate plan for crises such as breast cancer. Even in instances where families have insurance, there are often a multitude of related costs that leave them in a financial bind. The Funds for Families program gives financial assistance to families based on their need.

Project Gratitude

This program aims to support patients' healing by encouraging them to appreciate where they are in the moment, and using that energy to create a better future. We encourage young survivors to share their gratitude stories.

Fearless Females

This program ensures that young survivors are empowered by their journey. This program enables young women to share their before, during and after pictures on our website and share their survivor story, how it empowered them and changed their lives. This program encourages newly diagnosed women to look towards a healthy future.

A Day of Beauty

A Day of Beauty is our 5k Run/Walk that brings health, wellness, pampering and relaxation to young women – before, during and after breast cancer. This event is attended by young women who are undergoing treatment, survivors of breast cancer, “well women” and the community at large. After this empowering 5k run/walk, attendees connect with beauty, health, nutrition, healthcare, complementary experts and more. Young women learn the importance of total body wellness, and “taking care of you”.

Tigerlily Foundation
Tel: 1(888) 580-6253
Email: info@tigerlilyfoundation.org
www.tigerlilyfoundation.org



Memberships/Affiliations/Advocacy

Maimah Karmo is a member of the Lance **Armstrong Foundation (LAF) Young Adult Alliance (YAA)** and the **National Breast Cancer Coalition**. She is also writing a future best-seller about how her breast cancer diagnosis transformed her life. She is an active patient advocate and attends breast cancer and health conferences to become a more informed advocate. She has received numerous awards for community service and activism.

Media Appearances: Ms. Karmo is asked to speak regularly. She has been featured in various magazines, including *Essence*, *O Magazine*, *Ladies Home Journal*, *Bazaar*, *Good Housekeeping*, *Marie Claire*, *Cosmo*, *Redbook*, *Seventeen*, *the SABCS/Cure Magazine* and *Women and Cancer*. She has appeared on *NBC 4*, *Fox 5*, *ABC 7*, *CBS*, the *Oprah Winfrey Show*, *Good Morning America* and TV Land. In 2009, she was featured in a national Johnson and Johnson young survivor outreach video. Maimah has been featured on numerous local and national stations, in newspapers and on websites and blogs.

In 2009, she was given a L’Oreal Women of Worth Award, and in 2010, the Congressional Black Caucus Leadership in Advocacy Award.

Maimah Karmo Biography

Maimah Karmo is a fearless survivor. On February 28, 2006, at 4:45 p.m., she was diagnosed with Stage 2 breast cancer. She had no family history of breast cancer; and was only 32-years old. She had been doing all the “right” things – exercising, taking her vitamins and eating healthy. She didn’t fit the profile. She had been told by her doctor that she was too young to get breast cancer. How could this have happened? She didn’t know the answer to that question, but she knew that her life would never be the same again. In May, after she had been given her second chemotherapy treatment, she decided to create an organization that would empower, educate, support and end isolation for young women affected by breast cancer. The organization was named *Tigerlily Foundation (Tigerlily)*. Maimah’s challenge with breast cancer inspired her to become who she was meant to be. She realized that the disease did not have the power to define her, but that through her experience with breast cancer, she could define and create the life she wanted to live. Maimah is now a sought after speaker, mentor, philanthropist and a breast cancer activist.

