



## ***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**

#### **Buddy Program**

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

#### **Buddy Bag Program**

This program provides newly diagnosed women buddy bags with all a buddy bag that includes a bag with goodies to pamper, soothe, educate, empower and manage stress, during treatment.

#### **Meals At Home**

Working with Let's Dish, a retail meal preparation service, young women can request meals online that are then shipped directly to their homes. Tigerlily Foundation and friends can 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**

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.

#### **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.

#### **Stage 4**

Tigerlily Foundation's Stage 4 Program focuses on meeting the needs of young women living with Stage 4 Breast Cancer. Created in honor of a fearless young survivor and advocate, Kristen Martinez, who was diagnosed at Stage 4 and spent the rest of her life working to bring awareness to the issue, this program creates awareness, provides support to young women diagnosed with Stage 4 breast cancer, provides them with a place to share their stories and offers resources. This program will also partner with other organizations to help meet the specific needs of young women in this demographic.



### **Facts About Young Women and Breast Cancer**

- In 2009, the **American Cancer Society** predicted more than 190,000 new cases of breast cancer in women. They estimated that roughly 18,600 of these women would be under 45.
- Although the incidence of breast cancer in young women is much lower than that of older women, young women's breast cancers are generally more aggressive, are diagnosed at a later stage, and result in lower survival rates.
- Breast cancer is the leading cause of cancer deaths in young women under the age of 40.
- Certain ethnic groups, including Ashkenazi Jews, and African American young women, have an increased risk of breast cancer.
- Many young women mistakenly believe that breast cancer is only a problem for women over 40 years old. As a result, diagnoses are delayed and young women's lives are cut short.
- There are more than 250,000 women under 40 living in the U. S. who have been diagnosed with breast cancer.
- Breast cancer is the leading cause of cancer death in women ages 15 to 54.
- Younger women have unique challenges, such as issues with higher aggression levels, fertility, pregnancy, body image, family, return to work, long term health and life issues, finances, insurance, psycho-social issues, and more.

### **Tigerlily Foundation's Signature Annual Events**

Our annual events include Spa for a Cause, EmPOWER Ball, Young Women's Breast Health Day on the Hill and our Pink Boa 5K. Visit our Events page to volunteer, sponsor or donate.

### **Media Appearances**

Tigerlily Foundation has been featured in magazines, including *Essence*, *O Magazine*, *Ladies Home Journal*, *Bazaar*, *Good Housekeeping*, *Marie Claire*, *Cosmo*, *Redbook*, *Seventeen*, *the SABCS/Cure Magazine* and *Women and Cancer*. Our Founder, Maimah Karmo has appeared on *NBC 4*, *Fox 5*, *ABC 7*, *CBS*, the *Oprah Winfrey Show*, *Good Morning America*, *Voice of 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, triple negative 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. In May, after she had been given her second chemotherapy treatment, she decided to create Tigerlily Foundation to empower, educate, support and end isolation for young women affected by breast cancer. Maimah's challenge with breast cancer inspired her to galvanize people nationwide in this movement to increase awareness for young women and families, about breast cancer. Tigerlily Foundation is now providing support to young women nationwide.