

Tag, you're it – Play “Chest Bump Tag” for Breast Health



Dear Friend,

Did you know younger women can get breast cancer too? Many of our girls don't, so they ignore the signs, unaware it can happen to them. Have the Chat is on a mission to change that, and you have the power to help!

We are launching an online challenge called Chest Bump Tag to get young women talking about breast health, and we're hoping you will play. The chest bump is an iconic act: a celebration of victory, a display of empowerment, and it's a fun way to raise awareness about a serious topic! For this campaign – called Chest Bumps for Chest Bumps (#CB4CB) – we're challenging influencers and our supporters to film themselves and a friend doing a chest bump, “tag” two people to go next, then share it on social media.

Here's how you play:

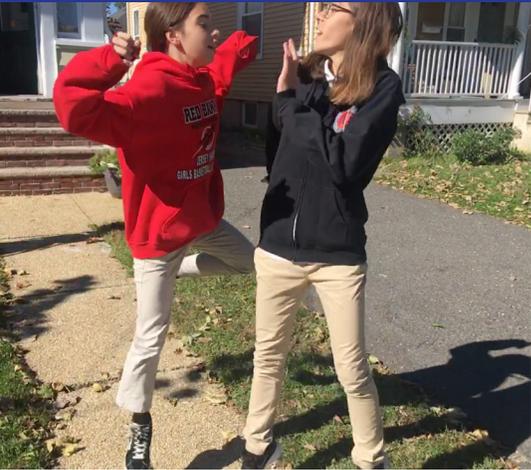
1. Grab your daughter, bestie, or a coworker to play with you, and have someone film it
2. Read the script on the next page to tell others why you're doing this
3. Do your best, most fabulous version of a Chest Bump*
4. Share your video on SnapChat, Insta, FB, and/or Twitter, tagging two friends to go next, and don't forget the hashtags: #HaveTheChat, #CB4CB

Breast cancer awareness and early detection can lead to more positive outcomes. We hope you will join this movement to keep our girls healthy.

Thank you.

Maimah Karmo
Founder
Tigerlily Foundation

*Tips for making your Chest Bump memorable: Make eye contact. Give yourself enough space, have good timing and get good air. Run, jump, fly! Or dance! Wear a costume or add your own flair. Maybe throw in a couple of hip bumps? Whatever feels right to make it your own!



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Chest Bump Tag Script

Girl 1 and Girl 2 stand at least several feet apart. Girl 1 speaks to phone camera, which a third person is holding.

GIRL 1: I've been called out by (friend's name) to play Chest Bump Tag. I'm doing this to get young women talking about breast health. First I want to tag (friend's name) and (friend's name).

Turn the camera to Girl 2.

GIRL2: And I'm tagging (friend's name) and (friend's name). You guys are next.

GIRL 1: Okay, here goes...

Turn camera to capture all the action. The two girls run towards each other, jump in the air and bump chests.*

Immediately after, both girls look at the camera and yell:

GIRL 1 & GIRL 2 (together): Have the Chat!

*Have fun with this, feel free to hip bump or fist bump after too, or anything else that comes to mind!

About **Have the Chat**

Have the Chat is a program created by the Tigerlily Foundation to ignite conversations with young women about breast health and wellness. When you **Have the Chat** early and often, you empower those you love to know the facts, own their bodies and take charge of their health. Information is ammunition! Our web videos, tips and advice make it less awkward (and not so scary) to broach the topic of breast cancer – and its impact – with your daughters and loved ones. Join our movement to keep our girls healthy and change the conversation from “What I wish I knew” to “I’m glad I know.”

Learn more at www.tigerlilyfoundation.org/programs/have-the-chat/

