

# Bright Pink Announces Brighter Because of HER Campaign to Protect Women's Health

*Brighter Because of HER runs now through August*

CHICAGO, IL, USA, May 10, 2021 /EINPresswire.com/ -- [Bright Pink](#), a national nonprofit organization focusing on the [prevention and early detection of breast and ovarian cancer](#), is pleased to announce the [Brighter Because of HER](#) campaign. It is designed to honor women whose journeys to prevent and battle those cancers have inspired others to take proactive steps to protect their health.

Brighter Because of HER is led by a group of champions who believe that all women – no matter their circumstances – should have the information, tools, and resources they need to take charge of their breast and ovarian health. The campaign will kick off by telling real-life stories and serve as a catalyst for others to share stories about women who have made their lives brighter, whether they be previvors, survivors, or women who sadly lost their courageous battles with breast and ovarian cancer.

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It's all about reaching women in their daily lives, to encourage women to understand their risk for breast and ovarian cancer, and to inspire them to take charge of their health.”

*Bright Pink CEO Ginny Erlich*

The Brighter Because of HER campaign runs through the month of August. All are invited to write a story or record a video about the woman they want to honor and to make a donation of any amount for the Brighter Because of HER honorees. This is intended to help Bright Pink ensure that all women have the lifesaving information, tools and support they need to take charge of their health.

Submissions will be featured on the Bright HER Gallery Wall along with stories of other extraordinary women. Participants are encouraged to amplify their HER story on other social



The graphic features the 'bright link' logo at the top. Below it is a pink square with the text 'brighter because of HER' and a circular pattern. To the right, there is a grey box with the text: 'Share your story about HER – that special woman in your life who is a previvor, a survivor, or a woman you have lost.' Below this text is a pink button that says 'TELL US HER STORY!'. At the bottom of the graphic, it says 'Use This Link To Share Your Story Now Through August: <https://brightpink.org/her/>'.

media channels. Bright Pink has made the process to tell your story easy. Visit [brightpink.org/HER](https://brightpink.org/HER).

“This is a wonderful opportunity for families and friends to tell the story of their special HER,” Bright Pink CEO, Ginny Ehrlich said. “At Bright Pink, we believe in the power of storytelling to inspire others to take charge of their health and we know that there are so many stories to be told. We are excited to offer this opportunity to make that happen through the Brighter Because of HER campaign.

“Brighter Because of HER aligns with our focus on health – not cancer,” Ehrlich said. “It’s all about reaching women in their daily lives, to encourage women to understand their risk for breast and ovarian cancer, and to inspire them to take charge of their health.”

## 2021 Brighter Because of HER Champions

The Brighter Because of HER campaign is being led by three champions who are passionate about Bright Pink’s mission because of the women they love and those they have lost.

Julia Feldman is honoring her mother, Evelina, who died of breast cancer, and her aunt Mira, who passed of ovarian cancer. Carriers of the BRCA 1 mutation, Julia’s sister Alex is a survivor of triple negative breast cancer, and Julia has taken proactive measures with a preventive mastectomy and oophorectomy. Julia is sharing her story with the goal of empowering other women and to serve as a role model, letting women know they are not alone in their health journeys.

Alicia Quarles is honoring her best friend, Diem, who passed away at age 36 after a long battle with ovarian cancer. Diem was a passionate champion for women’s health who used her voice and platform to share her journey in hopes that it would lead to more women taking care of their bodies, knowing the signs and symptoms of ovarian cancer, and being their own best advocates with healthcare providers.

The Wadler family is honoring their mother and grandmother, Karen Wadler, who died of breast cancer in June 2020. Karen was a passionate educator and librarian who made an impact on, not only her family, but thousands of children. Bright Pink shares Karen’s belief that knowledge is power, including knowledge about early risk for breast and ovarian cancer and how to take proactive steps to reducing lifetime risk.

**bright pink**  
**CHANGEMAKERS**  
presented by **Deloitte**

May 25<sup>th</sup>, 2021  
4–5:30 PM CT

Please join us for the celebration of our Spring 2021 ChangeMakers – leaders and trailblazers who have made a difference in building towards more equitable systems to support women's health. The virtual ChangeMakers event will shine a light on how we can all be a part of contributing to more equitable health outcomes for women, no matter what their circumstance. Our Spring 2021 ChangeMakers will share their stories, their work, and offer ways that all of us can take action and contribute to ensuring that all women can live brighter, healthier lives.

**Meet Bright Pink's 2021 Spring ChangeMakers**

**Maysa Clay**  
Bright Pink Ambassador  
Daughter of a breast cancer survivor and BRCA1 mutation carrier, Maysa was aware from childhood that she would need to undergo genetic testing. What Maysa didn't know was that she would initially be told that she was not a good candidate for testing because she was black. She would not be deterred. Maysa received her preventative double mastectomy in April 2020 and reconstruction in August 2020 at the age of 24.

**Dr. Maya Rokeymoore Cummings**  
Speaker, Author, Strategist, Business Owner  
Bright Pink is thrilled to honor Maya's efforts to shine a light on health equity matters. A thought leader in many arenas, she works with corporate, philanthropic, governmental, and nonprofit clients to design, implement and evaluate issue advocacy and education campaigns. In November 2019, Maya underwent a prophylactic double mastectomy in response to her family history of breast cancer. Though she did not test positive for a genetic mutation currently associated with breast cancer, Maya had watched her mother pass away after being diagnosed with Stage 4 breast cancer and her sister survive Stage 2 breast cancer.

**Winn Claybaugh**  
Dean & Co-Founder of Paul Mitchell Schools, Speaker, Author  
An advocate and visionary in all that he does, Winn is a longtime champion of Bright Pink. Under his leadership and in keeping with their unique culture of giving back, Winn and the Paul Mitchell Schools have raised over \$22 million for charitable organizations, including over \$2.1 million for Bright Pink and other cancer-related charities. The schools also raise awareness by educating their students, staff, and guests about the importance of early risk assessment and proactive ways to reduce their lifetime cancer risk.

**Dr. Kulleni Gebreyes**  
US Health Care Sector Leader  
A physician and thought leader, Kulleni has dedicated her career to addressing systemic inequities that contribute to the health disparities that persist for people of color and lower income people. Recently named Health Care Sector Leader for Deloitte Consulting, LLP, she addresses those issues with executives and leaders of health plans, health care providers, patient advocacy groups, and government officials, working to improve health outcomes for all by implementing powerful partnerships and sustainable business models.

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Bright Pink's ChangeMakers Live Online Event May 25 Register here:  
<https://brightpink.org/change/>

## Help Bright Pink Spread the Word

Who has made your life brighter? Tell us about your HER! If she inspires you, she'll inspire others too.

Read others inspiring stories of all those who make us better.

Like us. Love us. Follow us.

Facebook: @bright pink

Instagram: @bebrightpink

LinkedIn: @bright pink

Twitter: @bebrightpink

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Pintrest: @BeBrightPink

BrighterBecauseOfHER

#BeBrightPink

#BrighterBecauseOfHER

### About Bright Pink

Bright Pink is a national nonprofit focused on the prevention and early detection of breast and ovarian cancer. The organization's mission is to help save women's lives from breast and ovarian cancer by empowering women to know their risk and manage their health proactively. Bright Pink shines a light on the issues and provides accessible, expert resources and tools that fuel women with knowledge about their own personal risk for breast and ovarian cancer, ways to adopt risk-reducing health behaviors, strategies to get access to preventive healthcare, and a supportive community to help women along every step of their journey. BrightPink.org

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