

For: IMMEDIATE RELEASE  
August 13, 2024

Contact: Tigerlily Foundation  
Belinda Paulicin, DSW, LCSW, OSW-C  
Senior Vice President | Tigerlily Foundation  
belinda@tigerlilyfoundation.org



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### ENLIGHTENHER HEALTH INITIATIVE LAUNCHES TO TACKLE CANCER AWARENESS AROUND BREAST CANCER, CERVICAL CANCER, AND MELANOMA

(Washington, DC) - August 13, 2024 –The Tigerlily Foundation is thrilled to announce the launch of its [EnlightenHer Health Initiative](#), aimed at empowering young women globally to be advocates when it comes to their health, with a specific focus on melanoma, breast cancer, and cervical cancer education, awareness, and action.

Recent data highlights alarming trends, revealing that women are being diagnosed with these cancers at earlier ages. According to the [American Cancer Society](#), “While cancer death rates have been on the decline, rising diagnoses of six of the most common cancers, including breast and melanoma, threaten that long-standing downward trend. Put simply, that’s because when more people are diagnosed with cancer, more people are likely to die because of cancer. Some types of cancer aren’t increasing in overall incidence but are increasing in subgroups, including cervical cancer in women ages 30 through 44.”

It is critical to educate young women on ways to be proactive while working to improve health outcomes through education on risk factors, screenings, early detection, and treatments, particularly for vulnerable communities.

“I was diagnosed with breast cancer at 32 years old. If my mother had not taught me about breast exams at 13 years old, I would not have found the lump in my breast and pushed for further testing, leading to an early diagnosis, treatment and staying vigilant and proactive with my health, which is a key reason that I am alive today,” said Maimah Karmo, Founder, and CEO of Tigerlily Foundation.

“...After diagnosis, I knew that I would have to always be attentive when it came to the health of my entire body. My daughter was three years old at the time and I also knew that educating her and empowering her when it came to her health was key. The beautiful thing about passing on the gift of empowerment is that it can start early by enlightening our daughters, sisters, and friends – because we want the best for our loved ones. Our [EnlightenHer Health Initiative](#) seeks to do just that – empowering others to pass on the gift of enlightenment by sharing important information with their girls and creating a living legacy around our health.”

Tigerlily’s [EnlightenHer Health Initiative](#), sponsored by Merck, invites creators, influencers, and anyone who has a young woman in their lives to create and share a social media message about the importance of being educated and your own best advocate when it comes to your breast, cervical and skin health.

Participants are encouraged to share personal stories and key messages about cancer risk reduction, screening, and treatment. Tigerlily is excited to also partner with patient influencers to launch this campaign – each video on social media will highlight critical information, including the impact of family health history, risk factors, and mindful lifestyle choices. A special thanks to [Aisha Patterson](#), [Leila Esmaeili](#), [Adeiyewunmi Osinubi](#), [Chloe Casaudoumeccq](#), [Rebecca Lynn Haley](#), [Tori Hall](#) for being a part of this campaign.

Videos will be shared on Instagram Reels and TikTok, and we encourage everyone to like, share, and make videos using their unique voice to inspire and educate. Make sure to use the hashtags #EnlightenHerHealth and #PoweredbyMerck, and tag @tigerlily\_foundation on Instagram and TikTok.

**About the Tigerlily Foundation:** Tigerlily Foundation is a women’s health and oncology organization whose mission is to empower young women through education, advocacy, and support. We provide resources that promote awareness, foster community, and work to improve health outcomes for all women facing cancer. For more information, visit [TigerlilyFoundation.org](https://TigerlilyFoundation.org) or contact us at [info@tigerlilyfoundation.org](mailto:info@tigerlilyfoundation.org).

**About Merck:** Merck is a global healthcare company committed to advancing medical innovation and improving health outcomes worldwide. By supporting initiatives like EnlightenHer Health, Merck aims to enhance access to healthcare resources, education, and treatment options for communities across the globe.

**Together, We Can Make a Difference:** The [EnlightenHer Health](#) initiative is more than just a campaign; it’s a movement to transform how women approach cancer awareness and care. By harnessing the power of social media, we can reach countless women with critical health information, paving the way for improved outcomes.