

Health News

Maddie Movement' turns Children into Champions against Breast Cancer

Author of "My Mommy Has Breast Cancer, But She Is Ok" Launches Campaign to Educate Young People On the Disease

For the month of October, Kerri M. Conner, author of "My Mommy Has Breast Cancer, But She Is Ok", will launch the 'Maddie Movement' - a statewide effort to make champions out of children in the fight against breast cancer!

A breast cancer survivor herself, Conner wrote "My Mommy Has Breast Cancer, But She Is Ok" with the purpose of inspiring women with breast cancer, as well as their young children, to continue the fight. Readers join the main character Maddie and her mother as they embark on the journey from diagnosis to recovery. Likened to the journey of the butterfly that travels no less than 1,000 miles in its lifetime, Maddie's mother experiences the difficulties of chemotherapy, skin discoloration, hair loss and bouts of nausea that come with having breast cancer. After traveling the same course that most survivors do, Maddie's mother comes out of it, better than ever. Maddie's mother is now okay. At the end of the book, Maddie goes on to educate others of the lesson she learned.

A portion of the proceeds from the book will be used for breast cancer awareness programs.

Kicking off October 1, the 'Maddie Movement' will consist of a variety of events for Breast Cancer patients and survivors, and the children, grandchildren, nieces and nephews in their lives. The campaign begins with a reading and arts and crafts session at Booktender's Secret Garden, and culminates on October 22 with an early evening spent at Sweet & Sassy in North Wales, PA for pink pedicures, cupcakes, and readings of "My Mommy Has Breast Cancer, But She Is Ok" by local high school students.

"The Maddie Movement is an education awareness program, inspiring young children and their families to

never give up despite what life throws their way," says Conner. "In a time where children are faced with so many obstacles, I felt they needed something to encourage them to hang in there fight. To never give up. That is what the Maddie Movement is all about."

While October tends to focus primarily on those who have battled and are currently battling the disease, the 'Maddie Movement' focuses on providing children a basic understanding of the disease (in a fun environment), and showing them that, as the book title implies, while mommy may have breast cancer, she is going to be okay. The campaign, like the book, seeks to empower young people, from ages 2 to 12 and give them the tools of basic understanding. Over games and tasty cupcakes, kids will listen and learn how, just like Maddie, they too can become champions in the fight against Breast Cancer!

Event Details

10/1, 7:00pm-9:00pm: Booktender's Secret Garden, 42 E. State Street, Doylestown, PA 18901

- Book reading followed by a book signing, crafts and various activities

10/2, 10:00am - noon: Mt. Airy Church of God in Christ, 6401 Ogontz Avenue, Philadelphia, PA 19126-3406

- Story time, face painting, and PECO will be coming out to do different activities with the children

10/9, noon-2pm: The Color Book Gallery, 6353 Germantown Ave, Philadelphia, PA, 19144

- A Saturday afternoon that includes a reading of the book, activities and games for the family, and refreshments!

10/10, 10:30am-noon: Lolli Lolli Boutique, 713

Walnut St, Philadelphia, PA , 19106

- The perfect 'Mommy & Me' Sunday spent listening to a reading the book, over pastries and juice

10/21, 6pm-8pm: The Richmond Library, 2987 Almond Street Philadelphia, PA 19134-4955

- An early evening spent with Conner reading the book, and the community discussing the road those with Breast Cancer must travel

10/22, 4:45pm-6:30pm: Sweet & Sassy, 1460 Bethlehem Pike #270, North Wales, PA 19454

- A fun Friday for pink pedicures, pink-frosted cupcakes , and readings of the book by local high school students

For more information on My Mommy Has Breast Cancer, But She Is Ok" and to register for the events a part of the 'Maddie Movement', visit www.mymommy-hasbreastcancer.com.

Chester Events

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