



Did You Know?

1 of every 10 females is suffering from a painful disorder called Endometriosis.

Dear Friend(s), Business Owner(s), Donor(s):

We invite you to support **#HerYellowRibbon** – an Endometriosis awareness campaign.

Endometriosis (pronounced: en-doe-me-tree-O-sis) is a chronic and painful disorder found in the female body, that causes tissue to grow outside of the uterus. According to the U.S. Department of Health & Human Services: “*Endometriosis affects 176 Million Women and Girls Worldwide.*” As we enter into a turning point in healthcare, there are finally more physicians that are recognizing endometriosis for the significant, public health crisis that it is. Sadly, there is still work to be done to educate the public on this condition and the affect it takes on your life.

The concept of **#HerYellowRibbon** began when the Founder, Cherrelle (Coleman) Lawrence, was officially diagnosed with Stage 4 (a severe stage) of the condition in 2012; after years of searching for a doctor who could properly diagnose her pain. The goals of **#HerYellowRibbon** are:

- 🎀 **To promote** awareness of the chronic illness, through literature, public awareness events, and social media outlets.
- 🎀 **To promote** annual Gynecologic visits and examinations.
- 🎀 **To promote** a healthy lifestyle for those living with the condition, and their loved ones.
- 🎀 **To provide support** for Cherrelle and other women who suffer from ENDometriosis.

We have several activities taking place within the next few months to promote the awareness of Endometriosis. Such activities include social events (bowling and Zumba®), awareness walks, public health fairs, college/university campus information sessions, and social media takeovers. We are asking for your support as we embark on this movement of worldwide Endometriosis awareness.

Please visit: www.heryellowribbon.org for more information about our organization, how to get involved, and to learn more about Endometriosis. Remember: *Endometriosis can affect not only the fighter, but her family, employment, and social life!* Join us in our movement: “Building Awareness to ENDometriosis.”

Thank you,

Cherrelle Lawrence, Founder and Executive Director
Martin Lawrence, Co-Founder

Cherrelle & Martin Lawrence
HerYellowRibbon@gmail.com
www.HerYellowRibbon.org