

# **Subject Line: Amplifying Your Black Girl Magic with READI**

Hey Patrice,

As always thank you for creating platforms for the black community; as a follower of your work since 2011, it has been very much appreciated. Currently, I'm working with a research and advocacy organization named READI, Redressing Access to and Disparities in Immunotherapy for Breast Cancer, and they are seeking to educate black and brown women about Triple Negative Breast Cancer, its disproportionate rates in our community, and how to better navigate our medical journeys.

This March they are partnering with black owned businesses, doctors, and health and wellness advocates to launch Self-Care Sundays. They're inviting ladies to grab their girls and join them via Zoom to rejuvenate their self-care routines, and gain knowledge to improve their health literacy and become better advocates for themselves.

The press release is below and I would love to chat soon to give you the inside scoop for your readers, especially about the exclusive deals from the black owned businesses, many of which are from right here in NYC.

Look forward to talking with you,

Alex Rhoden

**READI**  
weareREADI.org