

Amplifying Your Black Girl Magic with READI

NEW YORK, N.Y., February 1, 2021 / Amplifying your “Black Girl Magic” while breaking generational curses, practicing self care, AND learning how to advocate for yourself with your girls? Sign me up! Non-profit, READI has joined forces with black owned businesses, health and wellness influencers, and medical professionals, to help participants build their at home self-care kits and arm themselves with the knowledge to not only protect their mind, body and spirit but fight against medical disparities that negatively affect black and brown women.

READI, Redressing Access to and Disparities in Immunotherapy for Breast Cancer is a collaboration between the researchers at Memorial Sloan Kettering Cancer Center and The City College of New York, CUNY that provides health education and support services to underserved Black and Hispanic women disproportionately affected by Triple Negative Breast Cancer (TNBC). So in light of TNBC Awareness Day on March 3rd, every Sunday during March 2021 READI invites 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.

Each Monday on the READI website, the partnering businesses such as the McBride Sisters Collection: Black Girl Magic Wines, Brooklyn Chop House, Harlem Candle Company, BLK+GRN, and Mented Cosmetics will share exclusive deals for registered participants. Registration opens on the READI website on Galentine’s Day, Saturday, February 13, 2021.

“This is a very needed experience, with everything going on in the world, us ladies need a space to commune together. More importantly, however, we need to make more time and space for ensuring our legacy,” say Dr. Lori Wilson, Cancer Surgeon at Howard University Medical Hospital and Breast Cancer Survivor. “TNBC takes our black and brown women at disproportionate rates. No one is talking about it and I am overjoyed to be able to partner with an organization that cares and is dedicated to protecting black women by giving us safe spaces to discuss this and the knowledge to advocate for ourselves and each other.”

Self-Care Sundays kickoff on Sunday, March 7, 2020 at 6pm and continues every Sunday in March. Registration opens on Galentine’s Day, Saturday, February 13, 2020 on READI’s website.

To enjoy Self-Care Sundays with READI, stay current with READI’s upcoming events and research visit READI’s website, www.WeAreREADI.org, follow READI on Instagram, @READI, or visit the READI Facebook page, www.facebook.com/READI.

