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Contact: Mj Callaway
Mj@MjCallaway.com
724-396-4162

Mj Callaway Keynotes 33rd Annual Livewell Survivorship Celebration

Bounce-Up™ When Your Life Turns Upside Down - National Cancer Survivors Month

Pittsburgh, PA, May 18, 2022 - It was the fall of 2016, and a Pittsburgh-based woman business owner was celebrating her professional member status with the National Speakers Association (NSA). Then, Mj Callaway found a lump. Breast Cancer. The diagnosis: a 20% chance of surviving if chemo didn't work, and the intense chemo treatment had a 50-60% chance of working. Imagine hearing this news as a single parent, solopreneur, and the face of your business. What's your backup plan?

As a domestic abuse survivor and already starting over once before, a backup plan was nothing new for Mj. *"What impacts us personally,"* says Mj, *"impacts us professionally and vice versa."* Knowing how impactful a positive mindset can be personally and professionally, Mj began to prepare for life's next curveball. In this case, it was cancer.

With the mental drive to beat the odds, she reinvented again and became the professional image of resilience. Her goal? To teach others how to conquer personal chaos while thriving. This passion to guide others forward with lessons of her own experiences, birthed the positive brand Bounce-Up™.

Mj shares the Bounce-Up™ Principle message with cancer survivors at the 33rd Annual Livewell Survivorship Celebration hosted by Magee-Womens Research Institute & Foundation on June 12th. This event held at The Priority celebrates survivors during National Cancer Survivors Month.

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For interest, Mj Callaway is available for interviews, speaking opportunities, and contributing articles. Photos and digital copies of her books are available upon request.

About Mj Callaway

Mj Callaway, author and resilience expert, is known for shifting attitudes and converting tactics into results. She shares her trademarked proactive-driven techniques with organizations to boost employees' resilience, improve workplace communication, and maximize team performance. In addition, Mj is a certified sales professional and certified virtual presenter. Mj's newly-released books include: *Bounce-Up Principle* and *Bounce-Up: Outpower Adversity, Boost Resilience, Rebound Higher*, has been endorsed by Dr. Renee Thompson, CEO of The Healthy Workforce Institute.