



FOR IMMEDIATE RELEASE
JUNE 2021

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

Eliminate Fear, Add Intention, Celebrate Cancer Survivorship with Two-Time Cancer Survivor

Pittsburgh, PA – Every single day after a cancer diagnosis is a day to celebrate survivorship, except for the constant worry that another diagnosis could be around the corner. It was July 2019. Mj Callaway was 18-months out from her last chemo treatment when she heard, “It’s recurrence.” Pennsylvania ranks in the top 15 states for the most breast cancer diagnoses.

“During the journey, most people commented, ‘you’ll bounce back,’” says Mj Callaway. *“I didn’t want to bounce back to where I was before the first diagnosis; I wouldn’t have learned anything. Instead, I wanted to bounce-up™ stronger and healthier.”*

Mj shares her strategies to boost resilience to focus on health, celebration, and life instead of fear.

1. **Generate a life audit.** Toxic people, places, and conversations can undermine your health, life, and future. Who adds to your goal and who causes chaos? Sometimes, you need to step back from those closest. When Mj shared her cancer diagnosis with a long-time friend, the friend responded, “Everyone had trials and tribulations, but they were going through it with a smile on their face.” After that comment, Mj took an audit and realized she was giving more in the relationship than she was receiving. The relationship took away from Mj’s energy. When she closed that door, she opened the door to stronger relationships with colleagues who became her support system.
2. **Create your mantra.** What do you need to let go? What do you genuinely want in life? Convert these two opposites into your own personal or professional chant. First step: Take the negative and turn it into a positive. If you don’t want to be ill, turn “I don’t feel good” into a “happy and healthy” mantra. Every time a negative thought swirls around inside your head, chant your positive mantra. Place this mantra everywhere you can see it to remind you.
3. **Build your shield.** Create your shield by determining what your one-word or question that will help protect you is. For example, let’s say your one word is “healthy.” So ask, “Does this decision keep me healthy?” or “Am I the only one giving in this relationship?.” If so, it isn’t healthy. Each question adds a layer to your protection shield, like “Does this action lead me to my ultimate goal, which is to be healthy?” Apply your questions to work, family, friends, and social networks. Build the shield necessary to live your best Bounce-Up™ life.
4. **Date your future self.** Determine the “future self” you want to be. Imagine the presence of your future self and what life will look like: How you will act, dress, live life, the types of activities you will enjoy, and what kind of career you will have. Every morning, prepare your day as if you are meeting your future self, whom you want to impress. Start by writing an email to your future self via FutureMe.org.

###

Share with your audience, giving proper attribution to Mj Callaway. For interest, Mj Callaway is available for interviews, speaking opportunities, and contributing articles. Photos and a digital copy of her book are available upon request.

About Mj Callaway

After surviving three life-altering crises, Mj Callaway candidly shares how others can Bounce-Up™ higher and stronger. During one life-altering crisis, Mj became the only female sales executive in the company's Top Five, producing three times her sales quota. She's authored 11 books, won four Gold Awards from Parenting Media Association (PMA), and served as co-president of the National Speakers Association Pittsburgh from 2018-2020.