

FOR IMMEDIATE RELEASE
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Make Your Bounce Back Your Bounce-Up

*Domestic Abuse and Breast Cancer Survivor
Shares How to Thrive During Adversity*

Pittsburgh, PA, September 2021... Imagine hearing you have a 20% chance of surviving without an intense breast cancer treatment plan and that treatment had a 50 -to 60% chance of working. Imagine hearing this life-altering news as a single woman six years after leaving a domestic-abusive relationship that threatened your life.

Face-plant smack in the middle of your life...again.

- October recognizes Breast Cancer and Domestic Abuse Awareness.
- **Pennsylvania** ranks in the top 15 states for the most breast cancer diagnosis.
- Breast Cancer hits 1 in 8 women and is the 2nd most common cause of death. Someone in your family, workplace, or social network will be diagnosed with it.
- 70% of women worldwide will experience physical and/or sexual abuse by an intimate partner during their lifetimes.
- Domestic-abusive victims lose an estimated 8 million workdays annually.
- Self-esteem and confidence tanks during domestic abuse and at the onset of cancer.

Setbacks hit everyone. Some people get stuck, while others limp along, never gaining the momentum to reach or exceed their full potential during life's knockdowns, and a few Bounce-Up™.

How do you Bounce-Up™?

Mj can expand on these talking points:

- **Build your Shield.** Create your shield by determining what is your one-word or question that will aid in protecting you. Let's say your one word is "healthy," 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 becomes a layer to build your protective 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 bounce-up life.
- **Take a Toxic Audit.** Who adds to your life, and who causes chaos? Protect yourself by building a protective shield. Which toxic places, people, and material items do you need to remove? Mj had to step back from a long-term friendship. At the start of cancer treatment, a friend told her that "everyone had trials and tribulations, but they were going through it with a smile on their face." Though it hurt at the time, 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 and business goals. When she closed

that door, she opened the door to stronger relationships with colleagues who become members of her Power Team.

- **Enlist your Power Team.** Don't hide from everyone because of your situation. Be proactive. Treat your "bounce-up" like a business. Advisory boards move businesses forward and your Power Team can move you from where you are now to where you want to be. Evaluate your social circles. Who can move you forward in a positive environment? Surround yourself with positive, supportive people who can help. Look for people such as church members, non-profit organizations, and community members who can guide or mentor you.

About Mj Callaway



After surviving two life-altering breast cancer crises, Mj Callaway candidly shares her setbacks and how others can "Bounce-Up™" higher and stronger. Mj started over with only \$500 after leaving an abusive marriage. During this time, she became a Top 5 sales executive--the only woman in a male-dominated field—selling three times her sales quota. While going through breast cancer treatment, Mj converted the negative treatment words into fun, creative words like "pink pumpkin," "buzz," "sofa surfing," and "magic wand." She dressed for each treatment as if she was going on a date with her future self. Mj left her high-paying sales position to help others Bounce-Up™ from their adversities and succeed.

"I saw firsthand how people were stuck because they didn't know how to 'Bounce-Up™,' nor could they support themselves," says Mj. "When I can teach others how to Bounce-Up after setbacks, they will be able to succeed professionally and personally."

Mj Callaway's new book is *Bounce-Up: Outpower Adversity, Boost Resilience, REBOUND Higher*. She's the author of eleven books, including two Warner Books publications written under her pen name. She won four Gold Awards from the Parenting Media Association (PMA). Fun tidbits about Mj: She's zip-lined over gators in Alabama, played tug-of-war with a baby black bear in Michigan and biked down a volcano in Hawaii. Mj founded the Bounce-Up Project, a program to give back to oncology healthcare professionals who give every single day.

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To interview Mj Callaway, contact Mj Callaway at 724-396-4162. To get Mj Callaway's 7 Tips to Bounce-Up™ and/or photos, email Mj Callaway at Mj@MjCallaway.com today.