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Domestic Abuse Survivor and Two-Time Breast Cancer Survivor Launches Bounce-Up™ University!

Pittsburgh, PA – It was New Year’s Eve and businesswoman Mj Callaway toasted to her first win in 2020. With water in her champagne flute, she celebrated her sixth and last surgery related to the second breast cancer diagnosis and to her next challenge: an 8 week recovery with no driving and no working. Imagine hearing this news as a single woman, solopreneur and the face of your business.

As a domestic abuse survivor, a backup plan was nothing new for Mj. Knowing the impact a positive mindset can be personally and professionally, Mj began to prepare her business for life’s current curveball. Business survival.

Knowing she couldn’t be the only solopreneur to face physical restrictions and time constraints, she began a new journey. *How do you keep your business afloat when everything goes wrong?* Add a second curveball. COVID-19 followed as her health restrictions were lifted. Small business owners throughout the U.S. faced their own unexpected shutdowns. With mental drive on her side, Mj reinvented again. Her mission? To show others how to conquer change while propelling their businesses from stuck to success through her own experiences. With that mission, Mj initiated Bounce-Up™ University, the second phase in the positive brand Bounce-Up™. Bounce-Up University offers a digital go-at-your-own-pace platform for business owners and their teams to level-up their business skills.

“It isn’t **if** adversity will hit your business, it’s **when**,” says Mj Callaway. “You can control how you shift your business to Bounce-Up.”

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.

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Author and resilience expert Mj Callaway is known for shifting staff attitudes and converting tactics into results. She shares her trademarked strategy-driven techniques with organizations so that they can boost employees’ resilience, improve workplace communication, and maximize team performance. Mj is a certified sales professional, and certified virtual presenter. Mj’s newly released book, *Bounce-Up: Outpower Adversity, Boost Resilience, Rebound Higher*, has been endorsed by Dr. Renee Thompson, CEO of The Healthy Workforce Institute.