



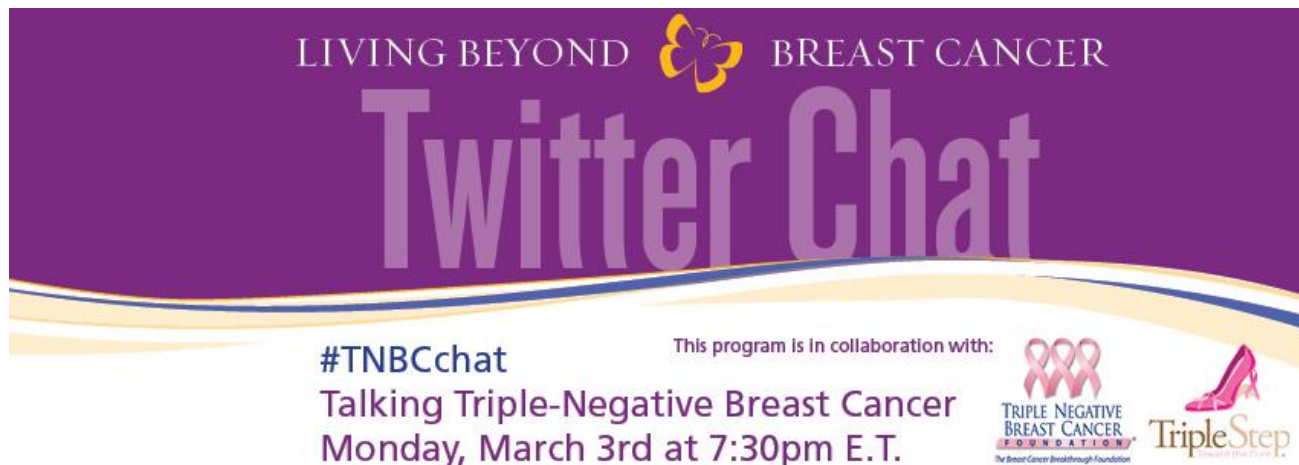
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FOR IMMEDIATE RELEASE

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## TRIPLE-NEGATIVE BREAST CANCER FOCUS OF UPCOMING TWITTER CHAT

Living Beyond Breast Cancer and Ally Organizations Host Triple-Negative Breast Cancer Awareness Day Event

Philadelphia, PA – February 25, 2014 – In recognition of Triple-Negative Breast Cancer Awareness Day, [Living Beyond Breast Cancer](#) (LBBC) has partnered with [Triple Negative Breast Cancer Foundation](#) and [Triple Step Toward the Cure](#) to host a free, interactive Twitter chat Monday, March 3, 2014 at 7:30 p.m. ET. According to LBBC's Vice President of Programs and Partnerships, Catherine L. Ormerod, MSS, MLSP, the one-hour event will “feature experts, advocates and women diagnosed with triple-negative breast cancer. Triple-negative breast cancer is a form of the disease that is estrogen-receptor negative, progesterone receptor-negative and HER2 negative.”

During the first 40 minutes of the chat, panelists will tweet responses to commonly asked questions about TNBC with a focus on research, treatment options and lifestyle and eating habits that have the potential to reduce risk of recurrence. Participants will then have the opportunity to ask panelists questions. A transcript of the chat will be posted at [lbbc.org](http://lbbc.org) on March 4. To participate, individuals must have or gain access to a Twitter account or a [Tweet chat application](#) and enter #TNBCchat into the search bar on the account. Additional directions on how to participate may be found on [lbbc.org/events](http://lbbc.org/events).

[Triple-negative breast cancer](#) accounts for 10-20 percent of all breast cancers diagnoses in the United States, and most often occurs in young women, African-American women and women who have mutations in the BRCA1 gene, though anyone can be diagnosed. “I’m excited that LBBC is using Twitter to offer people the chance to learn more about this specific breast cancer diagnosis and connect with experts to address their concerns,” says Josh Fernandez, LBBC’s writer and web content coordinator, who oversees the promotion of LBBC’s programs and services via the organization’s social media platforms.

To learn more about the meeting or to register, visit [lbbc.org/events](http://lbbc.org/events) or call toll-free at (855) 807-6386.

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### About Living Beyond Breast Cancer

LBBC's mission is to connect people with trusted breast cancer information and a community of support. [National conferences](#), monthly [webinars](#), regional [community meetings](#), the [Guides to Understanding Breast Cancer](#) and a toll-free [Breast Cancer Helpline](#) are just a few examples of the services that are provided, always at little or no cost.