



## We NEED YOUR HELP for Lung Cancer Awareness!

November is Lung Cancer Awareness Month, and we are excited to partner with the American Cancer Society to launch a unique social media campaign “**Lung Cancer’s Breathin’ for a Reason: One Breath Bubble Challenge.**”

### What is the One Breath Bubble Challenge?

The concept is simple yet powerful: Participants blow bubbles with a **single breath** and challenge others to do the same.

**Why bubbles?** Bubbles symbolize the **fragility of life** and the importance of healthy lungs.

### Our Key Messages

- 1. Get Screened:**  
If you or someone you know qualifies for lung cancer screening, **please get screened—early detection saves lives!**
- 2. Know Your Biomarkers:**  
If you or a loved one is diagnosed with lung cancer, it’s essential to test for biomarkers. Personalized treatments based on these markers lead to better outcomes. With today’s medical advancements, lung cancer—at any stage—is no longer a death sentence.
- 3. Break the Stigma:**  
Lung cancer doesn’t come with shame or blame. **Nobody deserves lung cancer**, and no one should face it alone. Our goal is to build a **supportive community** where people can talk openly and feel less isolated in their journey.

### How to Participate

- 1. Stay Tuned:**  
Keep an eye on social media for updates or visit **OneBreathBubbleChallenge.com** when it launches at the end of October. There, you’ll find a **social media toolkit** with frames and backgrounds for the challenge.
- 2. Take the Challenge:**  
Get creative! Use a **single breath** to blow bubbles—whether it’s with soap, bubble gum, a straw, underwater, or any other fun way you can imagine.
- 3. Share on Social Media:**  
Post a photo or video of your bubble moment using our designated hashtags: **#OneBreathBubbleChallenge #BreathinForAReason #BlowUpTheConversation**  
We’ll be tracking posts to give shout-outs to participants and their organizations!

4. **Notify and Share:**

Once you post, let us know so we can help amplify your message! Also, spread awareness by sharing the information on our landing page far and wide.

5. **Tag & Challenge Others:**

Encourage friends, family, and colleagues to join the fun. The more people involved, the greater the impact!

### **Is a Donation Required?**

No donation is necessary to participate. However, if you'd like to support lung cancer advocacy, we welcome contributions through our website. All funds raised will go to the **National Lung Cancer Round Table (NLCRT)** to:

- **Support grant-funded research** by the NLCRT Health Equity Task Group
- Host **educational events** promoting lung cancer screening
- Develop **educational materials** for patients and healthcare providers

### **Let's Raise Awareness Together!**

We hope you'll take part in this challenge, spark some friendly competition, and encourage others to join. Let's have fun, build a stronger community, and improve lung cancer awareness, knowledge, and outcomes for everyone affected by this disease.

Together, we can **blow away the stigma** and make a difference!

Sincerely,



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Founder & Committee Chair

Dr. Erin Gillaspie, Thoracic Surgeon, Creighton University  
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