



Byrd Cancer Education & Advocacy Foundation

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Knowledge. Support. Empower

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FOR IMMEDIATE RELEASE

Philadelphia to Host 2nd Annual All Things Cancer + Wellness Expo This April

Empowering Communities Through Health Screenings, Wellness Resources, and Life-Changing Conversations

Philadelphia, PA – The Byrd Cancer Education & Advocacy Foundation proudly announces the return of its signature event, the **2nd Annual All Things Cancer + Wellness Expo**, on **Saturday, April 19, 2025**, at the **DoubleTree Hotel Philadelphia Center City**. This free, community-focused event, running from **10:00 AM to 5:00 PM**, will bring together healthcare providers, wellness experts, and community members for a powerful day of education, connection, and empowerment.

This year's Expo will offer an extraordinary range of services and activities aimed at addressing critical health disparities and providing attendees with the tools they need to live healthier lives. Guests will have access to free breast screenings conducted by Bexa, full-body skin checks from Advanced Dermatology & Cosmetic Surgery, Nutrition Demo by Unite For HER, post-mastectomy areola tattoos provided by Galore X Studio, and prostate cancer screenings offered by Jefferson Health.

In addition to these services, the Expo will feature expert-led panel discussions on estate planning, integrative medicine, cancer prevention, caregiver support, and survivorship strategies, ensuring a robust program of education and engagement for all participants.

Attendees will also have the chance to take part in hands-on workshops, including sewing therapy, CPR demonstrations, and bracelet-making sessions, while enjoying live music, delicious food options, and a variety of wellness-focused vendor exhibits. Other highlights include massage therapy, Reiki healing, and access to wellness resources that prioritize community health and empowerment.

"Our goal is to create a transformative experience where attendees leave feeling informed, empowered, and connected," said Dr. Nia Bailey, a Radiation Therapist and President of the Byrd Cancer Education & Advocacy Foundation. "With the support of our partners and sponsors, we aim to make a lasting impact on health equity and cancer awareness."

The Expo represents the Foundation's commitment to reducing healthcare disparities and fostering collaboration within the community. By providing free health services and facilitating connections between attendees and health experts, the event offers a valuable resource for those navigating cancer or seeking ways to enhance their wellness.

Sponsorship opportunities are still available for businesses and organizations looking to support this impactful event. Sponsors will not only play a vital role in advancing health equity but will also gain visibility among a diverse audience of attendees and community leaders. Interested sponsors, vendors, or workshop hosts are encouraged to contact the Foundation at info@byrdcancerfoundation.org.

The **All Things Cancer + Wellness Expo** will take place on **Saturday, April 19, 2025**, from **10:00 AM to 5:00 PM** at the **DoubleTree Hotel Philadelphia Center City, 237 S Broad St, Philadelphia, PA 19107**. Admission is free, and all are welcome to attend.

For media inquiries, press credentials, or to schedule interviews with event organizers, panelists, or partners, please contact Dr. Nia Bailey at nia@byrdcancerfoundation.org or Executive Director Trudean Haye at thaye@byrdcancerfoundation.org.

About the Byrd Cancer Education & Advocacy Foundation

At the Byrd Cancer Education and Advocacy Foundation, our purpose is to empower individuals in their fight against cancer by connecting them with crucial support and essential resources. We are the connectors—bridging the gap for marginalized communities and individuals battling cancer, ensuring they have access to the tools and information they need.

Through our Cancer Connect Program, we provide personalized guidance, emotional support, and practical assistance, steering individuals toward the resources they may need—or didn't know existed. Whether it's wellness programs or household assistance, we are here to ensure that no one faces cancer alone.

Our mission is to effectively assist individuals battling cancer by connecting them to support and resources. We ensure that all relevant information reaches those in need, guiding them towards the tools and services necessary to navigate their cancer journey with strength and dignity.

www.byrdcancerfoundation.org

BYRD CANCER EDUCATION & ADVOCACY FOUNDATION

2ND ANNUAL

ALL THINGS

CANCER + WELLNESS

EXPO



Join us for an empowering day at the “2nd Annual All Things Cancer & Wellness Expo” in Philadelphia! This one-of-a-kind event brings together individuals, healthcare experts, wellness practitioners, and community advocates to inspire and advance wellness while tackling the cancer epidemic. From insightful panels to hands-on workshops, our Expo provides a space for connection, learning, and healing.

Event Cost: FREE | Registration link below

www.byrdcancerfoundation.org/cancerwellnessexpo



APRIL 19, 2025

10 AM - 5 PM

Doubletree Hotel Philadelphia Center City
237 S Broad St, Philadelphia, PA 19107

- ✓ Free Breast Screening
- ✓ Nutrition Demo by Unite For Her
- ✓ Expert-led Panels on Estate Planning, Integrative Medicine, Cancer Prevention, Caregivers and Survival Strategies
- ✓ Free Health Screenings
- ✓ Free Wellness Treatment, Massage, Yoga, Reiki
- ✓ Hands-on Workshops: Sewing Therapy, CRP Demo, & Bracelet making
- ✓ Free Post Mastectomy 100% Areola Tattoo
- ✓ Free Prostate Cancer Screening by Jefferson Health
- ✓ Food, Live Music, Vendor Exhibits, and Wellness Resources

Vendor & Sponsorship Opportunities: Interested in partnering with us as a vendor, sponsor, or workshop host? Get involved in this impactful event by showcasing your brand or services to our engaged community. Reach out to Dr. Nia Bailey at nia@byrdcancerfoundation.org or Trudean Haye at thaye@byrdcancerfoundation.org for more information.

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