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PRESS RELEASE

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FOR IMMEDIATE RELEASE

FORCE Elects Tammy Li to its Board of Directors

Tampa, FL (April 1, 2018) – Facing Our Risk of Cancer Empowered (FORCE), the nation’s only nonprofit organization dedicated to families facing hereditary breast, ovarian and related cancers, announces the election Tammy Li to its board of directors.

Tammy Li has been in leadership roles in the field of marketing strategy and customer insight for the past 25 years., working for major consumer goods firms including Kraft Foods, ConAgra Foods, and Pepsi-Cola. Now with her own marketing strategy consulting practice, she guides strategic decisions for small to midsize companies through development of consumer and marketplace knowledge. Tammy learned that she carried both the BRCA 1 and 2 mutations in 2002, and since then has done all she can to empower herself and others with the knowledge, support and resources available through FORCE.

“We are delighted to have Tammy join our board. Her long term commitment to FORCE and her own personal experiences ensure that she will be a valuable addition to the FORCE team,” stated Barbara Pfeiffer, FORCE CEO.

Tammy Li added, “For me, joining the FORCE board is an important and exciting step in my journey towards supporting individuals and families facing hereditary cancer. I use my experience and the resources of FORCE whenever I can as an active volunteer- both as a local Outreach leader and as a Peer Navigator. This year I also raised funds through Team FORCE as part of the Disney Princess Race weekend. I am passionate about FORCE and look forward to elevating my involvement to contribute to the broader hereditary cancer community in a significant way.”



www.facingourrisk.org



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About FORCE

No one should have to face hereditary breast and ovarian cancer alone. FORCE is the voice of the HBOC community, providing support, education and awareness to help those facing hereditary breast, ovarian and related cancers know their healthcare options and make informed decisions. The organization is the de facto leader in guiding critical research and policy issues that impact the HBOC community. For more information about FORCE and hereditary breast and ovarian cancer, please visit www.facingourrisk.org.

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