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For Immediate Release

This Mother's Day, Pay Tribute to Mom and Send Her a Free Pearl of Wisdom so She Knows How to Prevent Cervical Cancer

More Than 11,000 Women in the U.S. Are Diagnosed with Cervical Cancer Each Year; Tell Mom What She Means to You, and How She Can Help Protect Herself and Others From This Preventable Disease

UPPER MARLBORO, MD (April 8, 2010) – This Mother's Day, want to make sure Mom knows how much she means to you? The Pearl of Wisdom Campaign to Prevent Cervical Cancer wants to help you show Mom how much you care with its "Pearl Tribute to Mom" initiative. The Pearl of Wisdom campaign is a global effort to educate women about cervical cancer and how to prevent it. In the United States, the campaign is led by the national nonprofit Tamika & Friends and includes more than 20 national women's health and advocacy organizations, such as the Association of Reproductive Health Professionals, the National Association of Nurse Practitioners in Women's Health and the National Council of Women's Organizations, as partners.

With its Pearl Tribute to Mom, the Pearl of Wisdom campaign will send a complimentary Pearl of Wisdom pin to the first 500 moms – or any woman you want to honor – entered into the promotion. To earn a pearl, participants must explain in 350 characters or less why their mom or special woman in their life should receive a Pearl of Wisdom, the global symbol for cervical cancer prevention. The first 500 women who are honored will receive the free Pearl of Wisdom pin along with a Mother's Day card that informs her whom the pin is from and contains important cervical cancer prevention information. The card will also include a link so she can view her personal online tribute.

Participants can submit a Pearl Tribute at www.PearlofWisdom.us/MothersDay. Submissions will be accepted from April 8 to May 4, 2010. All submitted Pearl Tributes will be displayed on the Pearl of Wisdom campaign's website.

"More than 11,000 women in the United States will be diagnosed with cervical cancer this year, and more than 4,000 women will die of this disease," said Tamika Felder, cervical cancer survivor and founder of the nonprofit organization, Tamika & Friends. "No one, however, should suffer or die from cervical cancer because it is now almost completely preventable. With our Pearl Tribute to Mom, we hope to help people recognize special women in their lives in a different way this

Mother's Day and empower them to start the conversation that can protect them from cervical cancer."

According to the Pearl of Wisdom campaign, following is what women should know to protect themselves:

- **Girls and young women ages 9 to 26:** Ask your healthcare provider about the HPV vaccine, which protects against the two types of HPV that cause about 70% of cervical cancers. The vaccines are recommended for girls ages 11 and 12, and are approved for girls and young women up to age 26. Women who have been vaccinated will still need to be screened for cervical cancer.
- **Women age 21 or older:** Get the Pap test, which looks for abnormal cells that can develop into cervical cancer.
- **Women age 30 or older:** Get the HPV test with your Pap test. It looks for the types of HPV that can cause abnormal cervical cells and cervical cancer.

Participants who post their Pearl Tributes after the free pin giveaway has finished can still send Mom a Pearl of Wisdom pin for Mother's Day. The Pearl of Wisdom pins are \$6.95 each, which includes shipping and handling, and comes with information on cervical cancer prevention. The Pearl of Wisdom pins can be purchased at www.PearlofWisdom.us. Profits from the pins will be donated to cervical cancer prevention activities in the United States through the U.S. Pearl of Wisdom Campaign Fund.

For additional information on the Pearl of Wisdom Campaign to Prevent Cervical Cancer, visit www.PearlofWisdom.us.

About Cervical Cancer

Cervical cancer is the second most common cancer in women worldwide. In the U.S., the American Cancer Society estimates that in 2009, 11,270 women would be diagnosed with cervical cancer and 4,070 women would die of the disease. Cervical cancer is caused by persistent infections with high-risk types of the human papillomavirus (HPV). HPV is a very common sexually transmitted infection that 3 of 4 adults will have at some time in their lives. Most of these infections go away on their own without treatment. Infections that do not go away on their own can lead to cervical cancer.

About the Pearl of Wisdom Campaign to Prevent Cervical Cancer

The Pearl of Wisdom Campaign to Prevent Cervical Cancer is a united, global effort to raise awareness of the opportunities now available to prevent cervical cancer. The campaign increases awareness of the new means of preventing cervical cancer, encourages women to take full advantage of these methods, and advocates for the implementation of these tools for girls and women everywhere. The campaign promotes the Pearl of Wisdom as the global symbol for cervical cancer prevention. All profits from purchases of the Pearl of Wisdom go to the U.S. Pearl of Wisdom Campaign Fund to support cervical cancer prevention activities. The Pearl of Wisdom campaign was launched in the U.S. in 2009, where it is led by the national nonprofit organization, Tamika and Friends, Inc., and includes more than 20 national partner organizations. The campaign is supported by an unrestricted educational grant from QIAGEN, Inc. For additional information on the Pearl of Wisdom campaign, including a complete list of U.S. national partners, visit www.PearlofWisdom.us.

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