



**LIVING BEYOND  
BREAST CANCER®**

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**EMBARGOED UNTIL 3 PM ET APRIL 21, 2018**

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**LIVING BEYOND BREAST CANCER HONORS METASTATIC  
BREAST CANCER ADVOCATES  
JUDY ERDAHL, TERLISA SHEPPARD AND SARITA JOY JORDAN**

PHILADELPHIA, PA, April 21, 2018 — Living Beyond Breast Cancer ([LBBC.ORG](http://LBBC.ORG)), the national information and support organization, honored three outstanding advocates with “Hear My Voice” Awards at its 12<sup>th</sup> annual Conference on Metastatic Breast Cancer today at the Hilton Philadelphia Penn’s Landing.

Terlisa Sheppard, of Orlando, FL, and Judy Erdahl, of Minneapolis, MN, will receive 2018 Hear My Voice Awards. Sarita Joy Jordan, of Philadelphia, PA, who passed away in 2016, will receive the first ever Hear My Voice Legacy Award. The awards recognize the women’s accomplishments in educating and supporting others to live their best lives with metastatic, or Stage IV, breast cancer—cancer that has spread beyond the breast to the bones, brain or other distant organs, and which can be treated but not cured.

The Hear My Voice Awards recognize the exceptional contributions of alumni of LBBC’s Hear My Voice: Outreach Volunteer Program. Launched in 2015, [Hear My Voice](#) provides people living with metastatic breast cancer with a support network, and trains them to speak out, organize and fundraise to advocate for themselves and their community.

“Our Hear My Voice volunteers inspire us every day with their power and compassion,” says Jean Sachs, MSS, MLSP, CEO of LBBC. “This year’s awardees prove that people with metastatic breast cancer can make a huge difference in the lives of others.”

Up to 30 percent of people treated for early stage breast cancer eventually develop metastatic breast cancer, while others are diagnosed with Stage IV disease from the start. Despite the ubiquity of pink in October, metastatic breast cancer still tends to be overlooked, with the mainstream focus on “survivorship” and “successful” cures.



Living Beyond Breast Cancer was one of the first cancer support organizations to recognize that women (and men) with metastatic breast cancer have unique needs. In 2006, LBBC's landmark [Silent Voices report](#) highlighted these needs, and that same year LBBC held the first national Conference on Metastatic Breast Cancer.

At the 2015 conference, LBBC held its first Hear My Voice: Outreach Volunteer Program training, equipping 25 participants from across the country with information and training in advocacy and outreach so they can be effective proponents for change. The program's 135 alumni have gone on to blog, speak, write, assist researchers, spearhead activist campaigns for political change, and found their own organizations and events to help ensure that everyone with metastatic breast cancer has access to better care, trustworthy information and all the resources they need to navigate this journey.

As 2017 Hear My Voice volunteers, Sheppard and Erdahl now join the 2018 Alumni Class to mentor and inspire new advocates.

### **About Living Beyond Breast Cancer**

LBBC's mission is to connect all people affected by breast cancer with trusted information and a community of support. LBBC is a leader in dedicated services for people with metastatic breast cancer, including advocacy trainings, publications, a peer support Helpline and a [resource guide](#) for the newly diagnosed, available in five languages. The organization's Silent Voices study was the first-ever nationwide assessment of psychosocial needs for people with metastatic breast cancer, and LBBC is one of the founding organizational members of the [Metastatic Breast Cancer Alliance](#). For more information, visit LBBC.ORG or call (855) 807-6386.



## LBBC's 2018 Hear My Voice Honorees

### **Terlisa Faye Sheppard: Nonprofit Founder**

**Terlisa Faye Sheppard of Orlando, FL**, was diagnosed with Stage III breast cancer in 1998, at the age of 31, while pregnant with her second child. A month after giving birth, she started the grueling process of chemotherapy, and then had a mastectomy and reconstructive surgery. After two years of moving on with her life, lavishing love on her young daughters, a mysterious back pain led to a new diagnosis: metastatic breast cancer. "I started to feel defeated, but knew I had to keep it together for my family, especially for my two daughters," she wrote in a blog post for the Metastatic Breast Cancer Alliance. "It's not about me. I'm not the only person in this fight."

Sheppard's case has been exceptional. Seventeen years after receiving her metastatic diagnosis, with her daughters now young adults, Sheppard continues to inspire others with her strength and spirit. After attending LBBC's Metastatic Breast Cancer Conference, Sheppard felt compelled to educate herself and others further about metastatic breast cancer. She became a font of trustworthy information, reaching out to her peers and making sure the library at her cancer treatment center is stocked with information. She is a patient advocate who constantly shares information on [Facebook](#), Instagram and [Twitter](#), and via her nonprofit organization, "Terlisa Fights Breast Cancer, Inc." She co-wrote a chapter about her experience for the 2011 book *Unbreakable Spirit: Rising Above the Impossible*, provided articles for AARP and her local paper, and was featured on a billboard in New York City's Times Square for National Metastatic Breast Cancer Awareness Day in 2013.

### **Judy Erdahl: Conference Organizer and Blogger**

Co-founder of "Team Judy," which raises money to support metastatic breast cancer research at the Masonic Cancer Center, University of Minnesota, and a breast cancer research reviewer for the Department of Defense Medical Research Program, **Judy Erdahl, of Minneapolis, MN**, has been a passionate advocate ever since her diagnosis with metastatic breast cancer in 2011. Erdahl was named the 2018 winner in the individual category of the Vince Lombardi Cancer Foundation's Leaders for a Cure. She established the annual [Midwest Metastatic Breast Cancer Conference](#) in the Twin Cities.

"This technological world we live in is amazing in the connections and support it allows us to find," Erdahl wrote in a 2016 [blog post](#) for LBBC. "But, when you connect with others who have



MBC they die. A lot. And it's overwhelmingly sad. Yet, we keep connecting with each other. We're brave that way. We open our hearts and share the fear, the pain, the almost unspeakable worries and questions that come with holding hands with our mortality." Erdahl shares many insights on her own blog, [Pink Is Complicated](#).

### **Sarita Joy Jordan: Tireless Volunteer and Friend**

For the first time, Living Beyond Breast Cancer will present a posthumous Legacy Award to recognize a woman of particular inspiration and caring. Since her first diagnosis in 2006, **Sarita Joy Jordan of Philadelphia, PA**, found ways to speak out to help her peers.

"I choose to share my story so that others don't feel they are alone," Jordan wrote in a post for LBBC's [blog](#). "I tell my story because I am an African-American and my community needs to be able to relate to the messenger ... I tell my story because I've learned that little money is spent on research for metastatic breast cancer and I'm running out of time to have my voice heard. This is why I am so grateful to be a Hear My Voice Outreach Volunteer with LBBC: to participate in community events and advocacy for metastatic disease. I tell my story for those that are no longer able to tell theirs."

Jordan was a member of LBBC's first Hear My Voice class in 2015. Even while dealing with metastatic breast cancer and its complications, and being a single mother to four children, Jordan made time to serve as a Breast Cancer Helpline volunteer, a conference panelist and a blogger for LBBC; worked with the American Cancer Society, the Metastatic Breast Cancer Network, the Metastatic Breast Cancer Alliance and the Young Survivor Network; and was a reviewer for the Department of Defense's breast cancer research program. She spoke at Drexel University College of Medicine about doctor-patient communication, was featured in the Metastatic Breast Cancer Alliance's "Metastatic Say It" campaign video, and spoke to Avon-Pfizer Metastatic Breast Cancer Fund grantee organizations. After her initial treatment, she trained as a community health worker and served as a patient navigator for a local community hospital, a job which she adored.

"The day the doctor told her she had 10 days to live," wrote her friend Robin Green, "after the hospice people left, she asked me, 'Robin, do you think I have done enough to educate people about this horrible disease?' ... If that isn't a hero then I don't know who is."

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