

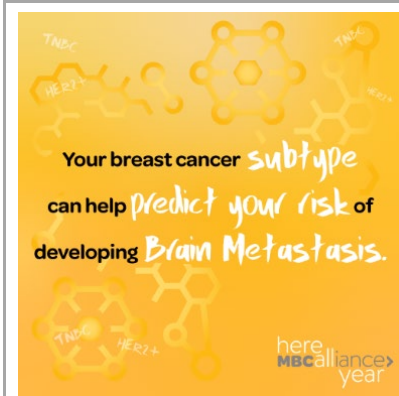
here
MBCalliance
year

NOVEMBER 2020

| November | | | | | | |
|----------|---|----|----|---|----|--------------------------------------|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | Photo Post #1 Pinned to FB & TW 8:30 am | | | Video #1 Chawnté Pinned to FB & TW 8:30 am | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| | Photo Post #2 Pinned to FB & TW 8:30 am | | | Video #2 Lynda Pinned to FB & TW 8:30 am | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| | Photo Post #3 Pinned to FB & TW 8:30 am | | | Re-Share Photo Post #1 8:30 am | | Re-Share Video Post #1 8:30 am |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| | Re-Share Photo Post #2 8:30 am | | | Re-Share Video Post #2 8:30 am | | |
| 29 | 30 | | | | | |
| | Re-Share Photo Post #3 8:30 am | | | | | |

NOVEMBER 2020

November 2—PHOTO POST #1



For your information... NOT for inclusion in social media posts. Posts will direct users to the [Here All Year Landing Page](#) where these links will be available.

LEARN MORE link: https://www.mbcalliance.org/wp-content/uploads/The-Marina-Kaplan-Project-Guidelines_1September2020.pdf

Source document accessible by clicking on the graphic:
<http://mbca.me/denovoBCBM>

FACEBOOK

It is very important to know your breast cancer subtype—it could have a big impact on your treatment options. Ask your healthcare provider if you are unsure. Visit our site to learn more: <https://mbca.me/HAY>

TWITTER

It is very important to know your breast cancer subtype—it could have a big impact on your treatment options. Ask your healthcare provider if you are unsure. Visit our site to learn more: <https://mbca.me/HAY> #HereAllYear #BCBM #MBCAlliance #BCSM

November 5—VIDEO POST #1 | Chawnté Randall



For your information... NOT for inclusion in social media posts. Posts will direct users to the [Here All Year Landing Page](#) where this link will be available.

LEARN MORE link: <https://www.citizen.com/patient-stories-chawnte-randall/>

FACEBOOK

“I want all of us to be hopeful for a new day and new drugs and a new change in our thought process towards breast cancer and brain mets.” Chawnté Randall was diagnosed with metastatic breast cancer 3 years ago. This is her message: <http://mbca.me/Chawnte>

TWITTER

“I want all of us to be hopeful for a new day and new drugs and a new change in our thought process towards breast cancer and brain mets.” Watch this video to hear our patient advocate, Chawnté Randall, talk about breast cancer brain mets and her story. <http://mbca.me/Chawnte> #HereAllYear #MetastaticBC #BCBM #MBCAlliance

NOVEMBER 2020

NOVEMBER 9—PHOTO POST



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LEARN MORE link: https://www.mbcalliance.org/wp-content/uploads/The-Marina-Kaplan-Project-Guidelines_1September2020.pdf

Source document accessible by clicking on the graphic:
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5627687/>

FACEBOOK

Did you know that approximately 15% of people living with metastatic breast cancer will develop brain mets? Share this graphic to raise awareness, and visit our site to learn more: <https://mbca.me/HAY>

TWITTER

Did you know that approximately 15% of people living with metastatic breast cancer will develop brain mets? Share this graphic to raise awareness, and visit our site to learn more: <https://mbca.me/HAY> #HereAllYear #MetastaticBC #BCBM #BCSM #MBCAlliance

NOVEMBER 12—VIDEO POST | LYNDA WEATHERBY



FACEBOOK

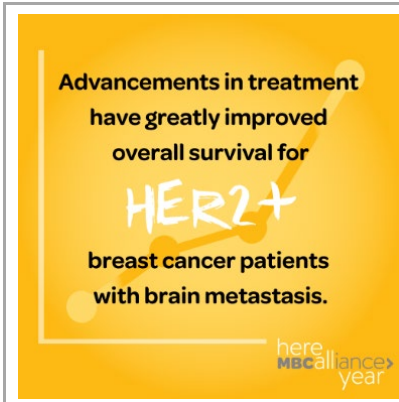
Lynda Weatherby was told she had a 2-3% chance of a breast cancer recurrence. It came back in the form of brain and bone mets. Here is her message about how she's not a statistic, and neither are you. She's Here All Year. <http://mbca.me/Lynda>

TWITTER

Lynda Weatherby was told she had a 2-3% chance of a breast cancer recurrence. It came back in the form of brain and bone mets. Here is her message about how she's not a statistic, and neither are you. She's #HereAllYear: <http://mbca.me/Lynda> #BCBM #BCSM #BrainMets #MBCAlliance

NOVEMBER 2020

NOVEMBER 16—PHOTO POST



For your information... *NOT* for inclusion in social media posts. Posts will direct users to the [Here All Year Landing Page](#) where these links will be available.

LEARN MORE link: <https://www.bcrf.org/nancy-lin-brain-metastases-her2-positive-breast-cancer-study>

Source document accessible by clicking on the graphic:
<http://mbca.me/HER2pos>

FACEBOOK

There have been some great advancements in BCBM research & treatment in recent years. Let's keep moving forward. Visit our site to learn more about Metastatic Breast Cancer & the research being done in the treatment of brain mets: <https://mbca.me/HAY>

TWITTER

There have been some great advancements in BCBM research & treatment in recent years. Let's keep moving forward. Visit our site to learn more about Metastatic Breast Cancer & the research being done in the treatment of brain mets: <https://mbca.me/HAY> #HereAllYear #MetastaticBC #BCBM