



Holly Rose
Founder and CEO of the non-profit Don't be a Chump!
Check for a Lump!
Speaker
Self-Published Author: Live and Give: Facebooking My
Way Through Breast Cancer

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Holly Rose received her B.A. in Psychology from the University of Nevada Las Vegas. While in college she was an entrepreneur – opening, and years later selling, a successful clothing business. After the birth of her children, she chose to become a homemaker and positively influence her community through the school's PTO and the National Charity League.

Holly was diagnosed with breast cancer in January 2009, and underwent surgery, chemotherapy and radiation treatments. After conquering her breast cancer, she was filled with a desire to give back to the community that had supported her throughout her battle. Holly founded the non-profit Don't be a Chump! Check for a Lump! The organization's mission is to make a difference in the fight against breast cancer through education, prevention and direct assistance. Through the non-profit's education program, Holly empowers women of all ages and walks of life with the facts regarding breast cancer, and practical steps to take to help reduce cancer risks. She promotes a strong call to action for women to, "Step Up to Prevention" in order to help save lives.

Holly also conceived of and operates the non-profit "Wig Out" program that provides free, new custom-fitted wigs to women undergoing treatment of breast cancer. The "Wig Out" program has assisted over 950 women since the program's inception. In addition, her foundation has hosted free mammogram events and has assisted 45 women with a free mammogram, including covering the cost of any necessary testing if suspicious results are found.

Holly was an invited member of the collaborative team for the Arizona Breast Cancer Resource Guide to provide quality and comprehensive resources to empower, encourage, and educate patients and co-survivors through the journey of breast cancer by giving choices where and when it matters most. She joined forces with many national organizations to help push through the PALS Act (Protecting Access to Lifesaving Screenings) and is actively educating her community to End The Confusion regarding breast-screening guidelines.

Holly has been honored with many esteemed awards including: Phoenix Business Journal Health Care Hero Award Category Education Finalist, Arizona Foothills Magazine Best of 2017 Most Influential Woman in Valley Non-Profit, Trendsetter in the Valley and one of nine women honored for Women Who Move the Valley. 2016 Top 25 MASK (Mothers Awareness on School-Age Kids) Unity Moms Making a Difference Award, 2014 Nominee for the Beth McDonald Woman of the Year Award.

In addition, Holly is a self-published author: Live and Give: Facebooking My Way Through Breast Cancer.

Holly is making a difference in the fight against breast cancer through her unwavering commitment to educate and assist.