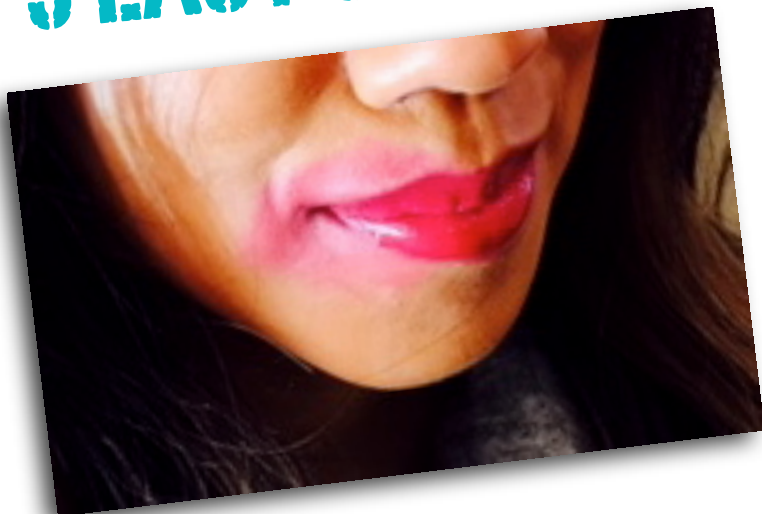


SAVE THE DATE

3 EASY STEPS TO PREVENTION



HOW TO PARTICIPATE

1. Put on your lipstick
2. Smear your lipstick and take a selfie
3. On January 24th, share your selfie on Instagram or Twitter. Instagram or tweet this phrase: Help prevent cervical cancer. Get your Pap smear, reduce your risk. I nominate @(insert friend's name) #SmearForSmear

OPTIONAL: Make any size of donation by clicking here, every dollar helps:

<https://donatenow.networkforgood.org/giahc-mblmf>

#SMEARFORSMEAR

JANUARY 24, 2016

HELP US SPREAD AWARENESS, SAVING LIVES EVERYWHERE

We at Global Initiative Against HPV and Cervical Cancer (GIAHC) are giving people an opportunity to participate in a campaign being launched on January 24th, 2016 worldwide. The #SmearForSmear campaign has the objective of engaging everyone in cervical cancer prevention, by encouraging and reminding women to get their routine Pap smear. We are also inviting males to participate in this campaign. Everybody has women in their lives that they cherish. Although some may feel odd about putting on lipstick, smearing it and then uploading this picture via Instagram or Twitter; it is a great opportunity for everyone to promote Pap smears, showing the women in their lives that they are loved.

Did you know that 80% of sexually active people will get HPV in their lifetime? In 2012, in the United States, 12,042 women were diagnosed with cervical cancer and 4,074 women will die from this disease.

#SmearForSmear is a campaign developed by Jo's Cervical Cancer Trust, the UK's only dedicated charity supporting those affected by cervical cancer and cervical abnormalities. For more information on the campaign, visit www.jostrust.org.uk/smearforsmear

* HPV Awareness, leading the International campaign of spreading the importance of cervical cancer screening through awareness. Visit Canada's only Registered Charity, raising awareness about HPV and its related cancers www.hpvawareness.org

** Global Initiative Against HPV and Cervical Cancer (GIAHC): Educate, Empower, Eradicate <http://www.giahc.org>