



Norma E. Roth

Writer, Speaker, Volunteer Extraordinaire

BIO

Norma E. Roth, a breast cancer survivor and ovarian cancer previvor, is the author of *Pink Ribbon Journey*, a distinct and intimate collection of stories from breast cancer survivors, caregivers, and nationally recognized physicians who devote their lives to the cause. In 2014 she collaborated with the Basser Center for BRCA at the world renowned University of Pennsylvania's Abramson Cancer Center to create the *Stories From the Heart* project, which explores the emotional aspects of living with and managing hereditary risks of breast and ovarian cancers through the voices of patients and families with BRCA1 BRCA2 and the Basser clinicians who care for them. As a freelance writer, Norma writes a breast health blog for South Jersey Radiology, named a Diagnostic Imaging Center of Excellence by the American College of Radiology and her stories have also been routinely featured in Calkins Media's Burlington County Times. Ms. Roth's lifelong experience with hereditary and familial breast cancer, is the ninth woman in her family diagnosed with the disease. In her advocacy and education work with women's wellness, she has been a keynote speaker for Einstein Healthcare Network's Women's Symposium and Good Samaritan Medical Center FLA's breast cancer symposium. She is an active volunteer in women's initiatives and sustainable living causes, serving as survivorship chairperson and team captain for Relay for Life, former co-chair of Sustainable Cherry Hill, NJ's' Green Health Task Force, co-president of Raquela Hadassah, women's health chair for Camden County Hadassah, and co-chair for the Goodwin Holocaust Museum and Education Center's annual interfaith community fundraiser. Ms. Roth has been featured in *The Philadelphia Inquirer*, *SJ Magazine's* "People to Watch" section, Children Hospital of Philadelphia Research Institute's 2014 Annual Report for her participation in National Cancer Institute's breast cancer funded Legacy Girl Study, CBS3 KYW News Radio, and Gannett's *Courier Post*. In 2014 she received the "Making an Impact: Hadassah Heart of the Chapter Award" for her achievements impacting the present and future success of the Raquela chapter. She has been named a South Jersey inspiring woman by South Jersey Magazine. Ms. Roth holds a Bachelor of Science degree from Boston University's College of Communication and is a former grant writer and public relations director for various Philadelphia based non-profit organizations. Ms. Roth formerly of NewJ Jersey now lives in Bradenton, FL with her husband and their three children.

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