



## 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. As a freelance writer, her stories are routinely featured in Calkins Media's Burlington County Times and she publishes a blog, *Long Story Short*. Ms. Roth has a lifelong experience with hereditary and familial breast cancer and is the ninth woman in her family diagnosed. 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, co-chair of Sustainable Cherry Hills' 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. She has been featured in *The Philadelphia Inquirer*, *SJ Magazine's* "People to Watch" section, CBS3 KYW News Radio, the *Courier Post* and was 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 lives in Cherry Hill, NJ with her husband, Joel Penn, and their three children.

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