



It's shocking how
much we don't
know about
breast health.

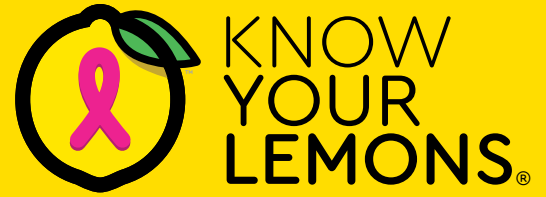
Let's change that
together.

KNOW YOUR LEMONS APP *party kit*

TO PROMOTE EARLY DETECTION
(AND CREATE A FINE EXCUSE TO EAT LEMON THINGS)

Featuring a breast health app and education campaign by the **Know Your Lemons Foundation**.

3 GOALS:



EDUCATE

Our mission is to help women find breast cancer as early as possible through well-designed (and fun!) education. You can be part of this by sharing the 12 signs of breast cancer, our app, and using our cute items from our Know Your Lemons shop.



DONATE

We cannot do our important life-saving work without donations. Your party can help raise funds so that fewer women die from breast cancer as we expand our work to more women.



JOIN US!

Breast cancer is the most common cancer for women worldwide. Be part of helping us make an impact by following us on social media and sharing our incredible work (@knowyourlemons on all channels).

HOW TO PREP FOR YOUR PARTY:

1. Read through this little guide.
2. Visit shopknowyourlemons.com to pick out any prizes or educational items you think would be fun.
3. Try out the Know Your Lemons app.
4. Set up a lemon challenge station and photo backdrop (if you wish!).
5. Invite friends to join you virtually or in-person.





TIME TO GET SCHOOLED!

You will use a combination of showing a short video, and using the app. We also highly recommend looking at our shop to get magnets, stickers, posters or our adorable mugs—they make a great door prize! (Give yourself 2 weeks in advance to order things.)

After everyone has arrived and you've dazzled them with your charm, start the education session of your party!

Go to:

[youtube.com/user/knowyourlemons/playlists](https://www.youtube.com/user/knowyourlemons/playlists)
then select **"Know Your Lemons Party"** and watch the first 3 minute video.

After the video, ask them what new information they learned. When people ask questions, explain that everyone can find out more info through the app!

This is the part where you have them download the **Know Your Lemons** app and try it out.





5 TRUTH BOMBS TO DROP

Here are 5 things you can learn together after everyone has downloaded the Know Your Lemons app:



1. Learn about the risk factors for breast cancer!

There are 9 risk factors for breast cancer. Find the shield symbol (shown to the left) in the menu of the app, and have everyone take the risk assessment quiz. Then discuss the risk factors as a group.



2. Talk about breast cycles!

Did you know your breasts change throughout the month? It's true! Our app shows this on the home page. The app sends you reminders of when to do exams so you don't forget.



3. Play the 12 symptoms matching game!

Give a prize to the person who can name all 12 from memory. This game is found at knowyourlemons.org/games (or, you can print it out at the end of this pdf).



4. Share a fascinating fact!

Have people visit one of these places:

[instagram.com/knowyourlemons](https://www.instagram.com/knowyourlemons)
[facebook.com/knowyourlemons](https://www.facebook.com/knowyourlemons)
[pinterest.com/knowyourlemons](https://www.pinterest.com/knowyourlemons)

The person that comes up with the most interesting fact wins!
(and don't forget to follow us!)



5. Set a reminder of when to get a mammogram!

Even if it's not for 10 years from now, you can still schedule it on the app. If you're not sure on when to get a mammogram, try the risk assessment quiz and it will help you. As always, check with your doctor to see what is best. We also have a paper version of a risk assessment form that can help (knowyourlemons.org/risk-forms)



NOW, IT'S TIME TO GRAB SOME LEMONS AND GATHER DONATIONS WITH THE KNOW YOUR LEMONS CHALLENGE!

Go to youtube.com/user/knowyourlemons/playlists then select "Know Your Lemons Party" and watch the second video called "Official Know Your Lemons Challenge."

- 1. Learn the 12 signs of breast cancer** with the Know Your Lemons app.
- 2. Bite a lemon for 12 seconds!** Share the video/photo with **#knowyourlemonschallenge** and tag us: **@knowyourlemons**
- 3. Donate** to help us educate women for all 12 months of the year (knowyourlemons.org/donate).
- 4. Challenge 5 friends** to get involved and post your video with **@knowyourlemons** and **#knowyourlemonschallenge!**



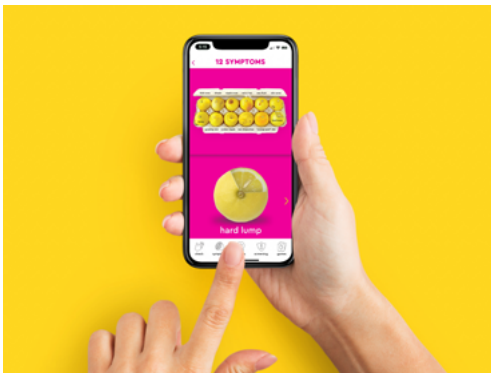


THIS IS WHAT YOUR DONATION WILL DO TO HELP US CHANGE BREAST CANCER:



EXPAND OUR CAMPAIGN

We want women everywhere to have the knowledge they need to take charge of their health and feel empowered to report symptoms and get screened. Our goal is that every woman sees this image.



IMPROVE EARLY DETECTION WITH AN APP

Regular self-exams, mammograms, and knowing how to report symptoms is something that shouldn't be confusing. We make it super simple to manage breast health with our period and breast cycle tracker.



TRAIN EDUCATORS

We train volunteers on how to teach about breast health in their local communities, and provide them with teaching tools to make an impact for early detection. The classes they teach have already saved many lives, as women realize the change on their breast needs to be checked out, or that it's time to stop putting off that mammogram visit.

If you collect cash, you can send us the funds through the donation link:
knowyourlemons.org/donate



FINALLY, INVITE YOUR GUESTS TO JOIN US!

This can be as simple as following us on social media and sharing our images, coming up with their own creative fundraiser, telling others about our work, or becoming a volunteer educator. The more people we have out spreading the word about the 12 symptoms of breast cancer and the importance of screening, the more lives we can save!



AMANDA, NETHERLANDS

"I really believe that because of my friends' Facebook post sharing the 12 signs of breast cancer, I discovered my breast cancer on time."

This is the clearest picture I have ever seen of breast cancer signs and once you've seen it, you'll remember it. It helped me push for a mammogram as soon as I noticed a change, and get diagnosed. And now at the end of the 'roller coaster' of treatments and with my feet back on the ground, I feel great enjoying life thanks to my friend and to the organization of Know Your Lemons!



JESSICA, FRANCE

"You simply saved my life."

I had been doing self-exams since I was 13. But when the lump appeared, I knew I had to be vigilant. When the second doctor told me, "It's nothing, it's in your head," I remembered the 12 symptoms of breast cancer image, and I realized I had 3 out of 12. With this information, I was able to push for testing and got a mammogram and a biopsy. This is how I was diagnosed with breast cancer. You simply saved my life.

VISIT OUR SHOP

100% of the proceeds fund our work
(and it will add a special zest to your party too)!



Use code **MYBREASTSELF** for 10% off!

[SHOPKNOWYOURLEMONS.COM](https://shopknowyourlemons.com)



THANK YOU!



KNOW
YOUR
LEMONS.®

PRINTABLES

12 SIGNS OF BREAST CANCER MEMORY GAME

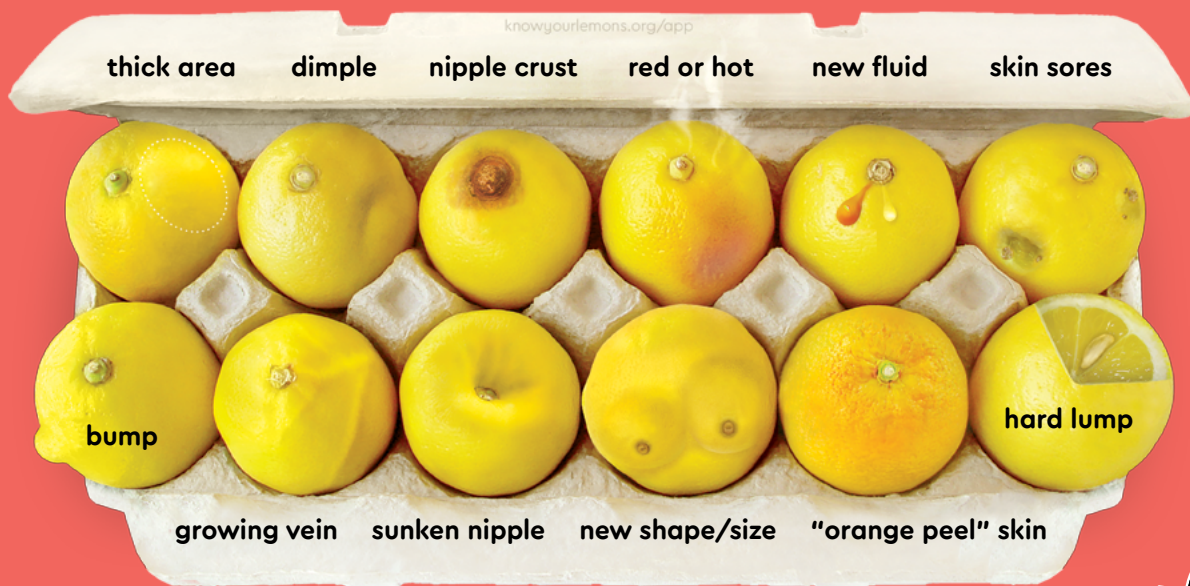
Print out multiple copies of the green cards on the next page on thick paper (so you can't see through them) and cut them out. Divide teams into small groups. Lay the cards face-down and take turns flipping over two cards at a time. If you don't find a match, flip the cards face-down again and the next player takes a turn.

If you have time, when you make a match, read about that breast symptom on the app together. Continue until all the cards have been matched!

OR PLAY THE GAME ONLINE!

knowyourlemons.org/games

Between your mammograms, look for these changes:



Use our app to learn how: knowyourlemons.org/app





Thick
Area

Orange
Peel Skin

Skin
Sores

Bump

New
Shape
or Size

Hard
Lump

Nipple
Crust

New
Fluid

Dimple

Growing
Vein

Red or
Warm

Sunken
Nipple



Be a
#Lemonista
and help us
change
breast cancer.



KNOWYOUR
LEMONS[®]

knowyourlemons.org/app

