



FOR IMMEDIATE RELEASE

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Michele Young of the Pink Eraser Project and Patti Collins Spark Global Movement with Music Legend Bootsy Collins Remix of Jess Lamb's *Beautiful* in Support of Metastatic Breast Cancer Research

Beautiful will be played across the world on National Metastatic Breast Cancer Awareness Day during [#LightUpMBC](#), an annual event that shines a light on stage IV breast cancer

CINCINNATI, OHIO—A conversation between two dear friends, **Michele Young**, CEO of the [Pink Eraser Project](#), and **Patti Collins**, Host of [Is Anybody Out There?](#), led to a remix of *Beautiful* in support of Michele's mission to spark a global movement to transform breast cancer care. *Beautiful*, written by Cincinnati artist Jess Lamb and remixed by music legend Bootsy Collins, will be played worldwide during **#LightUpMBC Live**, a global livestream produced by **Tami Eagle Bowling**, a stage IV breast cancer thriver, to raise awareness and funding for METAvivor and metastatic breast cancer (MBC) research.

Michele Young, a stage 4 breast cancer survivor and *USA Today Ohio* Woman of the Year, and **Patti Collins**, long-term leader of programs to empower women across the world, recipient of the 2024 Presidential Lifetime Achievement Award of Service, and Bootsy Collins' wife and partner, have spearheaded this project. Together, they have worked on the anti-bullying initiative, the [Land of the Superheroes](#), and Patti will soon launch her podcast supporting victims of domestic abuse, called *Is Anybody Out There?*. They are dedicated to love, change, and representing those without a voice with original music that speaks to their dreams and fears and policies that can empower them to lead lives of full value.

MBC, also known as stage IV breast cancer, takes about 670,000 lives globally every year. That is over 1,800 lives every single day, or 76 lives every hour, or about five lives every four minutes. [#LightUpMBC](#) will illuminate more than 270 landmarks worldwide, including six in Cincinnati, during Breast Cancer Awareness Month on October 13, National Metastatic Breast Cancer Awareness Day. The event will shine a light on the urgent need for research that can fight a life-changing diagnosis. They hope their music will go on for years to come as an anthem for women with breast cancer.

"Since my diagnosis in 2018, I promised no woman would walk alone. I cannot express my gratitude for Patti and Bootsy joining me. 'Beautiful' gives voice to the voiceless, a call to honor every person's inherent beauty, even when illness tries to erase it. It's also a rallying cry for urgent research, funding, and policy change," **said Michele Young, who is hoping to save every life possible through the Pink Eraser Project.**

In order to create an anthem of hope and resilience for women with breast cancer, Patti connected Jess Lamb with Bootsy, who reimagined Lamb's song *Beautiful* into a remix blending soul and Bootsy's signature funk in an anthem that is meant to lead to hope and action.

"When Michele reached out, I knew I had to help," **said Patti Collins.** "Bringing together Jess Lamb's incredible voice and Bootsy's genius, alongside Michele's unstoppable advocacy, created more than a song. It's a message that we are here, and that we won't let one woman go unseen or unheard."



Tami Eagle Bowling, a stage IV breast cancer survivor and the Global Campaign Director of #LightUpMBC, made this possible by spearheading efforts to light up the world in solidarity for MBC and creating a show that brings together patients, researchers, and supporters. She is vitally important to the reach and fundraising of this truly inspiring, global event, and Michele, Patti, Jess, and Bootsy are incredibly grateful to be included.

"As someone living with stage IV metastatic breast cancer, I know firsthand how urgent the need is for research," **said Tami Eagle Bowling**. "#LightUpMBC is about shining a light on the reality of MBC while also illuminating hope, action, and the power of community. To see legends like Bootsy and Jess join this mission reminds us that together, we can transform awareness into action and lasting change."

The Cincinnati #LightUpMBC event will take place on October 13th, featuring performances by Jess Lamb and the Queens and testimonials from women living with stage IV breast cancer. Join us virtually for the livestream on October 13th at 8 p.m. ET in your home city to support #LightUpMBC and life-saving breast cancer research. Watch on www.LiveOne.com/LightUpMBC or the METAvivor YouTube channel. Learn more at www.lightupmbc.org.

The release of *Beautiful* underscores the power of music, friendship, and community to drive awareness and inspire action in the fight against metastatic breast cancer. Please contact Michele Young (michele@pinkeraserproject.org) and Erin Weldon (erin@pinkeraserproject.org) for a first glimpse at the song.

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The **Pink Eraser Project** is a non-profit organization founded in 2024 out of the lifelong collaborative vision of Michele Young, a stage IV breast cancer survivor, lawyer, and mother of five. It is committed to saving lives by transforming the state of breast cancer care and advancing the policies that will #EraseBreastCancer today and for future generations. Follow Pink Eraser Project on [Facebook](#) and [Instagram](#) @PinkEraserProject.

#LightUpMBC is the world's largest visual campaign for metastatic breast cancer awareness. On October 13, more than 270 landmarks in all 50 U.S. states and around the world light in green, teal, and pink—the MBC awareness colors—to honor lives lost, support patients, and raise funds for research benefiting METAvivor.

#LightUpMBC LIVE is an annual livestream on October 13 featuring patient stories, live reports from illuminated landmarks, musical performances, and updates from scientists. The event raises funds for metastatic breast cancer research and spotlights the urgent need for breakthroughs in treatment. Follow on [Facebook](#) and [Instagram](#) @LightUpMBC.