



Kimberly Holiday-Coleman

Visible on Purpose.

Colorectal cancer survivor · Ostomate · Keynote speaker · Model · Patient advocate

Hollister Incorporated Global Brand Hero · COGI Colorectal Cancer Patient Chair · UOAA 2024 Ostomy Awareness Day Champion

Diagnosed with Stage 2 colorectal cancer in 2015, Kimberly made the ostomy she calls Toodles the center of her platform instead of something to hide. She translates medical language into everyday words for patients, caregivers, clinicians and lawmakers, from Capitol Hill to the Miss Texas USA stage.

INSTAGRAM AT A GLANCE

2.0%

typical engagement per post, well above larger peer accounts

43,145

accounts reached by her top post, January 2026

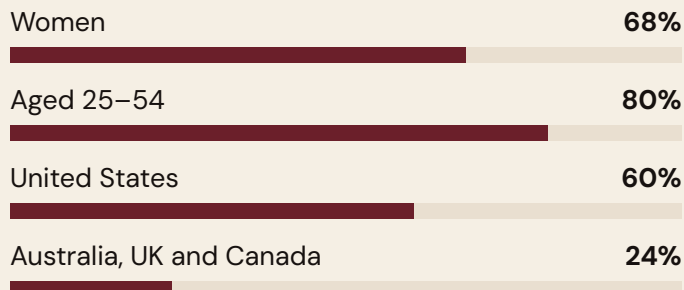
15,482

content views in the last 30 days

4,476

followers on @kimberlyhcoleman

WHO SHE REACHES



Ostomates and colorectal cancer survivors, caregivers, ostomy nurses, and women who follow her fashion and runway work.

STORIES THAT TRAVEL

43,145

Speaking up after her pouch was edited out of her competition photos

14,567

Miss Texas USA 2025, competing at 56 with her ostomy

4,053

A call to action on Medicare ostomy-supply coverage

3,538

"5 things before ostomy surgery," her most-saved teaching post

Accounts reached per post

Work with Kimberly

Keynotes · Brand partnerships · Patient-voice advisory

Published in **Healthline** · **CURE** · **Cancer Health** · **HealthyWomen** · **Hollister Incorporated**

Featured by **WKYT News** · **UOAA** · **Fight Colorectal Cancer** · **Underwater Healer**

Podcast guest **The Unity Project** · **The Frank & Lizzie Show (2026)** · **The Beautiful Bag Podcast with LeeAnne Hayden (2022)**

Purpose in every scar.

CREDENTIALS

Hollister Incorporated Global Brand Hero (2026) · Brand Partner since 2024

COGI Colorectal Cancer Patient Chair

Fight CRC Ambassador since September 2021 · Hill Day Ambassador

Cologuard Classic Honorary Observer, Pairings with a Pro

Runway: Melbourne Fashion Week, NY Swim Week

Featured, *The Skin I'm In: Beyond the Mask* by Ferrell Phelps

Consumer Advisory Panel member: Hollister Incorporated (since 2021), Exact Sciences, La Roche-Posay

UOAA: Body Image presenter at every National Conference since 2019 · National Advocacy Trainer (2026) · 2024 Ostomy Awareness Day Champion

Speaker: Tulane University DREAMS Conference (Dec 2025) · Kentucky State Capitol, to Gov. Andy Beshear (2022)

Miss Texas USA 2025 contestant, Miss Stafford USA

Speaker and featured, *Underneath We Are Women* (Australia)

Co-author, *Women of Faith: Their Untold Stories Revealed* (2017)



WAYS TO PARTNER

Keynotes and internal talks

Conferences, ERGs, sales teams, town halls

Patient-voice advisory

Product feedback, research, message review

Rates on request. Custom annual partnerships available.

Event and booth appearances

Summits, exhibit halls, panels, emcee

Community programs

Screening drives, education, patient meetups

Social campaigns

Instagram, Facebook, LinkedIn; always disclosed

Policy and Hill Day advocacy

Testimony, coalitions, op-eds

BRAND PARTNERSHIPS AND SPEAKING

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Signature talks

Keynotes · Breakouts · Panels

Visible on Purpose.

Visible on Purpose: Turning Diagnosis Into Direction

Identity, advocacy and the decision to be seen. For patient organizations, survivorship events, women's conferences.

Meet Toodles: The Ostomy Conversation No One Wants to Have

Honest, often funny, and practical. For medical conferences, nursing schools, ostomy associations, product teams.

Under 50 and Diagnosed: The New Face of Colorectal Cancer

A screening call to action. For health systems, legislative briefings, employee resource groups.

Love Thyself: The Journey to Self-Acceptance

Self-acceptance after illness and scars. For women's conferences, faith communities, wellness events.

NEW

Keep the Door Open: How Patients and Physicians Partner for Better Outcomes

A negative result, a question asked before leaving the room, and the call back that changed everything. What true patient-physician partnership looks like, and how to invite it. For medical schools, GI and surgical departments, health systems, CME programs.



"Ask what happens if it gets worse. Then call back when it does."

Every talk can be shaped to your audience, format and time slot: 45- or 60-minute keynote, breakout, or panel.

BOOK KIMBERLY TO SPEAK

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