**International Myeloma Foundation (IMF) Celebrates #MyelomaMilestones for 2025 Myeloma Action Month**

**LOCATION DATE**- Myeloma Action Month is an annual global awareness campaign that takes place every March to raise awareness and inspire action for multiple myeloma—a blood cancer that affects over 176,404 people every year, around the world.

Every March, the global myeloma community of patients, care partners, healthcare providers, and supporters come together to share personal stories, inspire action, and raise awareness of this little-known blood cancer.

This year, the International Myeloma Foundation invites YOU to share your personal **#MyelomaMilestone** and be empowered in our collective fight against multiple myeloma.

Whether it is a significant treatment breakthrough, overcoming a tough challenge, traveling to a long-awaited destination, learning a new skill, or simply enjoying a precious moment with loved ones—every milestone, big or small, is worth celebrating.

Through collaboration, advocacy, and education, Myeloma Action Month helps inform the public and empower individuals affected by myeloma. Together, we work toward better treatments, enhanced patient outcomes, and eventually, a cure.

**2025: A Year of #MyelomaMilestones for the IMF**

For 2025, the IMF is celebrating progress, resilience, and hope through the **#MyelomaMilestone** campaign.

IMF President & CEO and 29-year myeloma patient Yelak Biru will be celebrating a significant personal milestone in December of this year—his 30th year of living well with the disease.

And yet another major one, with the IMF celebrating its 35th anniversary in September, as we inch closer to our vision: “A world where every myeloma patient can live life to the fullest, unburdened by the disease.”

"As a 29-year myeloma patient, I'm incredibly fortunate to mark my 30-year milestone in 2025. I am also proud to celebrate the IMF's 35th anniversary this year. These milestones represent the incredible progress we've made in myeloma treatment and care, and they fuel our commitment toward a future where every patient can live life to the fullest, unburdened by this disease. This Myeloma Action Month, we're asking everyone to share their #MyelomaMilestone, big or small, to raise awareness, inspire hope, and drive us closer to a cure," said IMF President & CEO Yelak Biru, who has been living well with myeloma for almost three decades.

“Myeloma Action Month is a powerful global movement that brings the myeloma community together to take action and raise awareness. This year, in conjunction with the IMF’s 35th Anniversary, we invite individuals to share their most meaningful #MyelomaMilestones—celebrating resilience, strengthening connections, and inspiring hope. Myeloma has no borders, and together, we will make a global impact, as we march toward a cure,” said IMF Vice President of Marketing Peter Anton.

### **Why Every #MyelomaMilestone Counts**

Every milestone your share helps raise awareness and creates positive change in the fight against myeloma. Here are the reasons why your milestones matter:

* They can help health workers recognize myeloma symptoms earlier, leading to faster diagnoses and better treatment outcomes for others.
* Each milestone shared spreads critical information about myeloma to broader communities, helping healthcare providers and the public identify the disease sooner, which can save lives and improve treatment options.
* You help connect myeloma patients, care partners, and families with the reputable resources and support they need to navigate their journey.
* Milestones can drive advocacy efforts, encouraging policymakers to prioritize myeloma research, improve patient access to care, and ensure equitable treatment options for all. Together, we can push for policies that support myeloma patients and their families.
* Every milestone you share contributes to fueling breakthroughs in myeloma research. As awareness grows, so does the momentum for discovering new treatments and ultimately working toward a cure.

### **Take Action: Share Your #MyelomaMilestone in Social Media**

If you have not done so yet, follow the International Myeloma Foundation on our social media channels and reshare, like, and comment on awareness content throughout Myeloma Action Month to amplify the message.

* 1. **Instagram & X/Twitter:** @Imfmyeloma
  2. **Facebook:** facebook.com/myeloma
  3. **LinkedIn:** linkedin.com/company/international-myeloma-foundation

To share your #MyelomaMilestone on social media, follow these simple steps:

**1. Get Your Fillable Handheld Sign**  
This year, we are asking you to join the movement by using our **fillable handheld sign**. This sign gives you the opportunity to share your unique milestone, and we need you to take part in this powerful awareness tool. Download the sign at myelomaactionmonth.org

**2. Write Your Milestone or Message of Support**  
Take your sign and write down a meaningful milestone or impactful moment from your myeloma journey—or a message of encouragement for others. This could be a personal achievement, like overcoming a tough challenge, celebrating a special moment with family, or even taking a new step in your treatment plan.

**3. Share Your Story**  
Take a photo or video with your sign. If you are doing a video, talk about why your milestone is important to you and encourage others to share their stories to help raise awareness.

**4. Post and Spread the Word**  
Post your photo or video on social media. Do not forget to include the hashtag **#MyelomaMilestone** so we can track the success of the campaign and help it reach more people.

By using the #MyelomaMilestone hashtag, you are helping us amplify the message that every milestone matters in the fight against this disease. Your story can inspire others and show the world the power of perseverance and community.

Help create a world where people are diagnosed earlier, experience better treatment outcomes, find the resources and support they need to live well, and drive research to cure multiple myeloma.

To access and download the 2025 Myeloma Action Month campaign resources and tools, visit [myelomaactionmonth.org.](https://myelomaactionmonth.org/)

**Join the Movement for Myeloma Action Month 2025!**

March is Myeloma Action Month (MAM) is the IMF’s month-long initiative dedicated to raising awareness and inspiring action within the myeloma community. Over the years, Myeloma Action Month has grown to become a global effort, reaching over 50 million people across 36 countries. This year, we need your help to make an even greater impact.

Together, let us make Myeloma Action Month a viral movement and show the world the strength of the myeloma community!

For additional information about Myeloma Action Month, please visit [myelomaactionmonth.org](https://myelomaactionmonth.org/).

**ABOUT YOU; YOUR ORGANIZATION; OR SUPPORT GROUP**

**ABOUT MULTIPLE MYELOMA**

Multiple myeloma is a cancer of the bone marrow plasma cells — white blood cells that make antibodies. A cancerous or malignant plasma cell is called a myeloma cell. Myeloma is called “multiple” because there are frequently multiple patches or areas in bone where it grows. It often involves damage to bone and kidneys. Multiple myeloma is still incurable, but great progress has been made in terms of survival over the last two decades. The disease is twice as common and is diagnosed at a younger age in African Americans than white Americans. The most common presenting symptoms include fatigue and bone pain.

**ABOUT THE INTERNATIONAL MYELOMA FOUNDATION**  
Founded in 1990, the International Myeloma Foundation (IMF) is the first and largest global foundation focusing specifically on multiple myeloma. The Foundation's reach extends to more than 525,000 members in 140 countries worldwide. The IMF is dedicated to improving the quality of life of myeloma patients while working toward prevention and a cure by focusing on four key areas: research, education, support, and advocacy. The IMF has conducted more than 250 educational seminars worldwide, maintains a world-renowned InfoLine, and in 2001, established the International Myeloma Working Group (IMWG), a collaborative research initiative focused on improving myeloma treatment options for patients. In 2012, the IMF launched the Black Swan Research Initiative®, a groundbreaking research project aimed at curing myeloma. The IMF can be reached at (800) 452-CURE (2873). The global website is [www.myeloma.org](http://www.myeloma.org/).

Follow the IMF on:  
X (Twitter): [@IMFmyeloma](https://www.globenewswire.com/Tracker?data=Sk5Ovj1yg2tPfJwb64PeAQmNOX4V-UXKgBlaBDXeY7a7RNqX02kWqucqLMRw3j-MaUPg9NrVmp-1FCrHiTM8LuCmbztPpgl3VsOXm5gS-IT5qcNFZKZ8pQR6RCOdk8uvP81TdLFD-A7Jp7Q7s-AX42NSQQnpv9Jg7WHw33q4O8MlR-3TfLmgpnlAQQnKOAucrERm94Gebti-mpGObgRUbwEoZ5GWiZTUtbptxGegwUE=)Instagram: [@imfmyeloma](https://www.globenewswire.com/Tracker?data=n-iMaHXqOQOK9vTNXn2ZFb5MsadXb4W7fzPJ5IzXF3S3LRH8cOf_8-QRNCo_Qucuhx75SEyos8aa8sH997ph0zPS04umb2pWaRAtwnxaj44V5FBT6zetz61aTpXDf0C2OESRE6mWnndpQVVIbAdxqg627pNe-fDJjEntu_eMjYLaZ5h8NNK5UCYSvdTYH-prihUJtk7wnO52jJ4ONEemz35e1xxct8VmnzCmWLtu1yRrgLpR0qlbsQfGGU6Uc0Ji)   
Facebook: [@myeloma](https://www.globenewswire.com/Tracker?data=W5j1KlyQDB0vh2cw1os35wE6ow3Ei3y90ClyEwecBJVRg_-YbfBp6AU8jU47miE8OAyLBUfRAI6Me_PwAr75gBfXI5ygGXVPMlSUDjzFkYhQ0o2Yc_0pOj21Q_ZqBSshJhu0LdPxwpFYie7Q3Bw6Xxvvd3yyDseoL4d0S7x9_nXag-dWdVShUxqJAUE7jDpfJYQ7tEr716kKAnJvGdtbVKcj8-PnxiK473Ayaz5u1kw=)   
LinkedIn: [International Myeloma Foundation](https://www.globenewswire.com/Tracker?data=SohzXvtYbYfo9nn3YHxXIhK3QYjfFRDDYVKRrNE2G5Q9b8TRFdCnUnJ8pH1_R1AWExPBx39dBFvojsdryYBNl9fgK0ecLFRRHoOaatpQMFjY2aM8vzQMgAkz0QoLD2FXx1BecMpbRdRZt68vE7PJnva4VCuK3085Cx0xymq6IXFXfrETyfBPIFzwHVLt-e2YYvwQin7P05CtLlvWA_wtWRptFpmiQf2xGcOLgEoo8xmy0rImSOOAXWaTlj40MeGxivs0u0BzJQq1-SZn2j6naPaRjraaFpVJT3a6WkilAzxZ3kPrYSeDbozGsOZ2irdo_asjhmgSMO-HmtQih-2fWHWBroBysw64EVjpStFyWbY=)

**Media Contacts:**

Peter Anton  
[Panton@myeloma.org](https://www.globenewswire.com/Tracker?data=rkPAmbsDjuaM1zaoXgwqoSAOMfTb4pjRYPuddt7l5XTLT-MttfB-gUbyjAA-937ht6iZPjje2Erj3H4ZjzAbppxcGPfNmCOcw8XPG9XcNTU=)

Jason London  
[Jlondon@myeloma.org](https://www.globenewswire.com/Tracker?data=Lz2ymMxuF7uNS5vtBLSMjqNfQIEkjYec4yhmhfC2NaxLNsgttEw-toSR1JEwzQg0KM0DOKDvXadNquDz3JWhwRmFxdHWBdD-48I_AUl1ezw=)