

Bladder Cancer Warrior | Cancer Patient Advocate | Founder of Bless Your Vibes LLC

Media, podcast, panel and partnership inquiries: blessyourvibes@gmail.com | cancersupportstudio.com/contact



Approved short bio

Michelle "Chelle" Reed has been a chronic non-muscle invasive bladder cancer warrior since 2018. She is the owner of Bless Your Vibes LLC | Cancer Support Studio. Through her Cancer Care Book, searchable Cancer Resource Directory, and peer support mentor with Imerman Angels, BCAN and Tigerlily, she helps cancer patients, caregivers and survivors find practical support, feel less alone and empowered in their own self-advocacy.

Approved one-line intro

Chelle Reed helps cancer patients, survivors, caregivers and allies find trusted resources, practical care tools and meaningful encouragement.

FOR MEDIA	FOR ADVOCACY	FOR PARTNERS
Podcasts, interviews, feature stories, expert lived-experience commentary	Panels, research studies, patient advisory boards, awareness campaigns, and support for marginalized and underserved women	Resource sharing, collaborations, partnerships, clinic support and affiliate opportunities

About Chelle Reed

Chelle is the owner of Bless Your Vibes LLC and Cancer Support Studio, a growing cancer support and advocacy platform built from lived experience. After being diagnosed with chronic bladder cancer in 2018, she turned creativity, storytelling and self-advocacy into tools for helping other patients and caregivers feel less alone.

Her advocacy focuses on bladder cancer awareness, blood in urine education, medical dismissal, delayed diagnosis, chronic cancer survivorship, financial toxicity, mobility challenges and the often invisible gaps people face between diagnosis, treatment and real-life survival.

Chelle created the Cancer Care Book to help people organize appointments, medications, symptoms, providers, expenses and emotional reflections. She also curates hundreds of resource links and designs cancer support merchandise that represents more cancer types, because all cancers are not pink.

CORE MESSAGE

Cancer support should be easier to find, to use and to share. Chelle brings lived experience, practical tools and compassion to patients, caregivers and partners who want to support the whole person.

Quick Facts

Organization	Bless Your Vibes LLC | Cancer Support Studio
Founder	Michelle "Chelle" Reed
Positioning	Cancer Patient Advocate, Survivor Voice and Resource Builder
Founded	Bless Your Vibes began as a creative outlet (crystal jewelry shop on Etsy) in 2021 and evolved into a cancer support, advocacy and resource platform.
Lived Experience	● Chronic bladder cancer warrior since 2018, with multiple recurrences, surgeries and chemotherapy treatments. ● Chelle also lives with chronic illness and mobility challenges, giving her a broader perspective on disability, access and whole-person care.
Personal Life	Chelle lives in the north Atlanta, Georgia area and brings a creative, practical and survivor perspective to cancer advocacy. Her hobbies include traveling, concerts, live shows, genealogy, and crafting.
Main Hub	cancersupportstudio.com
Cancer Resource Directory	**700+ cancer support links** for financial help, transportation, care kits, retreats, mental health, cancer type support and more. https://cancersupportstudio.com/resources/
Featured Tool	**Cancer Care Book**, a guided planning and reflection book for patients, caregivers and survivors. https://cancercarebook.com
Signature Campaign	**BCAN Walk to End Bladder Cancer Atlanta**, leads her team toward a $15K fundraising goal in 2027.
Media Fit	Podcasts, patient stories, awareness campaigns, education projects and community collaborations. Confidential panels, research advisory groups, market research participant.
Featured on The Patient Story	Chelle was featured sharing her bladder cancer experience and advocacy message. The advocacy page lists 31K+ views and 100+ community comments. https://youtu.be/O5N8v0axGBo?si=sZ7PQro1H4SZrV_8
Featured on the Cancer Interviews Podcast	Chelle shared her bladder cancer story with host Bruce Morton, speaking about her advocacy work and message that blood in urine is not normal and should not be ignored. https://youtu.be/3RerQsaop4s?si=1zduje8WD9MV9TOw
Featured on The Cancerland Podcast	Featured guest on the podcast with co-hosts Danny Gereg, Jeff Stibelman, and Brian O'Sullivan, shares a more in-depth look at her bladder cancer story with a message of self-advocacy and hope.
Mentorship	Chelle is also a **Mentor with Imerman Angels, BCAN and Tigerlily,** providing compassionate peer support to others impacted by cancer.
Disclaimer	Chelle shares survivor insight, resource guidance and support. Her content is not medical advice and should not replace a licensed medical professional.

Suggested Pull Quotes

"No one has an expiration date stamped on the bottom of their foot."
“You only live this one life. You have to be your own best advocate.”
"No one should have to fight cancer and the system at the same time."

Contact, Links and Next Steps

For interviews, panels, collaborations, research opportunities, resource sharing or Resilience Bell inquiries, start with the contact page or email below.

Website	cancersupportstudio.com
Email	blessyourvibes@gmail.com
Resources	Cancer Support Resources https://cancersupportstudio.com/resources/
Advocacy	Advocacy Media Kit Page https://cancersupportstudio.com/advocacy/
Contact	Contact Page https://cancersupportstudio.com/contact/
Cancer Care Book	Order at https://cancercarebook.com
Products	Bless Your Vibes Shop https://cancersupportstudio.com/shops/
TikTok	@blessyourvibes https://www.tiktok.com/@blessyourvibes
Instagram	@blessyourvibes https://www.instagram.com/blessyourvibes/
Facebook	Bless Your Vibes Cancer Support Studio https://www.facebook.com/blessyourvibes
YouTube	Bless Your Vibes YouTube https://www.youtube.com/@blessyourvibes/
LinkedIn	Michelle Reed-CSCA https://www.linkedin.com/in/michelle-reed-csca/
Facebook Group	Atlanta Bladder Cancer https://www.facebook.com/groups/atlantabladdercancer

Book Chelle for interviews, panels, podcasts and patient-centered campaigns.

Bring a real, relatable and resourceful cancer patient voice to your next conversation.

To book Chelle: email blessyourvibes@gmail.com or visit cancersupportstudio.com/contact