

FOR IMMEDIATE RELEASE

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Buffalo Bills' Kaiir Elam Champions Black Women's Health Equity During Cleat Week

From Dec. 1 through Dec. 5, players across the NFL will be unveiling their customized cleats as part of "My Cause, My Cleats." Buffalo Bills' cornerback Kaiir Elam is using this opportunity to support the Black Women's Health Imperative's [1 Million, 1 Season](#) campaign.

BWHI is one of the CDC's top-performing grantees and has invested millions of dollars into achieving health equity for Black women and girls in America. Over the last four decades, it has partnered with local and national health agencies, corporations and leading nonprofits to bring fair and impartial treatments to Black women in underserved communities.

BWHI's Chief Marketing and Communications Officer Michelle Webb is excited to have Elam as an ambassador for the campaign. "Black Women's Health Imperative is honored to partner with such a remarkable player as we continue our 40-year history of promoting health equity for Black women and girls. We look forward to working with NFL players and fans to eliminate racial health disparities, tackle fear and encourage preventive screenings," Webb said.

The 1 Million, 1 Season campaign is focused on promoting awareness of life-saving health screenings and early detection of cancers that have a disproportionate impact on Black women.

As part of this campaign, fans will have a chance to wear Kaiir Elam's custom-designed cleats in augmented reality provided by MyClone Technologies and DeepAR. By following this [link](#) on a mobile device, fans can engage with the cause and show their support on social media.

Elam's cleats will be available for purchase via [NFL Auction](#). All auction proceeds are allocated to the player's designated charity. "My Cause, My Cleats" started in 2016 as a player-led initiative focused on raising awareness and spreading the messages of non-profit organizations. Click [here](#) to learn more.

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About Black Women's Health Imperative

The Black Women's Health Imperative (BWHI) is the first and only national non-profit organization created for and by Black women dedicated to improving the health and wellness of our nation's 21 million Black women and girls—physically, emotionally and financially. Our core mission is advancing health equity and social justice for Black women across their lifespan, through policy, advocacy, education, research and leadership development. *Learn more at www.bwhi.org.*

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