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Carolina Breast Friends Announces Leadership Changes *Lisa Macdonald hired as Executive Director*

Charlotte, NC (January, 2012). Carolina Breast Friends (CBF), a non-profit support group for breast cancer survivors, is pleased to announce Lisa Macdonald as its first Executive Director. Ms. Macdonald will create new programming, oversee day-to-day operations of the organization, manage fundraising efforts, and nurture relationships with community resources. "I am very enthusiastic about CBF and The Pink House. This organization is ready to move forward with more exciting programs and services for breast cancer survivors. As a survivor myself, I know how important it can be to have someone who has walked a similar path to talk to, to cry with, and to laugh with."

Following a 20-year corporate sector career focused in market research, customer analysis and measurement, Ms. Macdonald made a career transition to the nonprofit sector, focusing the second phase of her career on making a difference in the lives of others. Most recently she has provided consulting and project management services to the Lakewood Community Development Corporation, and prior to that led the implementation and operations of "The Benefit Bank" in Charlotte in conjunction with Foundation For The Carolinas.

Carolina Breast Friends would like to express special gratitude to a group of friends who hosted a "Pink Party" in 2011 that raised the seed money for the Executive Director position, matched by the Levine Foundation, for which we are also grateful.

The CBF Pink House is an affirmative, caring and positive environment for women diagnosed with breast cancer. During any stage of their journey- diagnosis, surgery, chemotherapy and radiation treatments, living with metastasis, remission, or the fear of recurrence, women can come to the Pink House for education, encouragement and friendship. CBF and The Pink House provide wellness education, a research library, fitness center, nutrition programs, self-image services, arts and crafts workshops, social activities, and counseling services.

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