



HERA FOUNDATION

For Immediate Release

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HERA Women's Cancer Foundation Names Lisa Carmichael Director of Operations

Boulder, Colorado resident expands her role with Colorado-based nonprofit

CARBONDALE, COLO. (January 19, 2008) The HERA Women's Cancer Foundation (Health, Empowerment, Research, Awareness), a nonprofit that raises funds for ovarian cancer research, announces Lisa Carmichael, 55, of Boulder, Colorado, is the director of operations. Carmichael directed the launch of the HERA Colorado Climb4Life in 2007 and has since worked as the event's coordinator. In her new role, Carmichael will oversee daily operations and work closely with the board to expand the donor base and increase fundraising and partnership opportunities.

Carmichael, the former chief financial manager of Carmichael Construction, Inc., in Aspen, Colorado, has more than 30 years of experience in financial management. Also while working as an independent consultant, Carmichael coordinated financial systems for numerous companies including advertising, design and law firms. A successful entrepreneur, she launched and managed an administrative services firm in Boulder, Lisa's Office Service, Inc.

"The current economic climate is particularly draining on nonprofits. Lisa's financial savvy, problem solving and planning skills and entrepreneurial vision are a unique combination. Her leadership will enable the foundation to meet the goals of its mission statement and to thrive," says Sean Patrick, HERA founder and ovarian cancer survivor who established the organization in 2002.

"Most women remain unaware of ovarian cancer's symptoms and treatment methods," says Carmichael. "Progressive research in science and increased awareness will increase the survival rate. I'm proud to work with HERA; the work we are doing is helping save lives."

Carmichael resides in Boulder with her husband. The couple has raised two sons and recently celebrated the arrival of their first grandchild.

About the HERA Foundation

The HERA Foundation is a registered 501 (c) 3, whose mission is to stop the loss of mothers, daughters, wives, sisters, partners and girlfriends from ovarian cancer by empowering women to take control of their health, empowering the medical community to find new directions in ovarian cancer research and empowering communities to provide support. For more information, visit www.herafoundation.org. To schedule an interview with HERA Foundation founder Sean Patrick, please contact Forte Creative Media, 702.898.2547.

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