



FOR IMMEDIATE RELEASE

Contact:
Michelle Pollak
The Wellness Community
(202) 659-9709
michelle@thewellnesscommunity.org

Paula Rothenberg Appointed New Executive Director of The Wellness Community of Greater Washington, D.C.

WASHINGTON, D.C. – September 27, 2004 – The Wellness Community® (TWC), a Washington, D.C.-based international, non-profit organization dedicated to providing free emotional support and education for all people affected by cancer, announced today that Paula Rothenberg has been appointed the new executive director of The Wellness Community of Greater Washington, D.C. (TWC – DC). TWC – DC is scheduled to open in 2006 to serve all people with cancer and their loved ones in the metropolitan area and will join 21 other Wellness Communities around the United States.

Rothenberg's responsibilities will include fundraising and securing a location for TWC – DC; recruiting a full-time staff; obtaining a charter from The Wellness Community – National; recruiting members for the Professional Advisory Board; and opening TWC – DC in 2006.

"We are thrilled to have Paula Rothenberg join our team at The Wellness Community," said Kim Thiboldeaux, president and CEO of the international headquarters of The Wellness Community. "Paula brings a great deal of experience and knowledge to building a successful non-profit organization. Her skills and passion will bring free emotional support and educational programs to people affected by cancer in our region."

Rothenberg is a 30-year, non-profit veteran and has been a management consultant to non-profit organizations since 1987, specializing in organizational assessments, capacity building, strategic planning, board development, fundraising and marketing. She most recently served as executive director for the United Arts Organization of Greater Washington. Rothenberg was also president of Bond Communications.

A member of the Nonprofit Roundtable of Greater Washington, she was on the Board of Directors, served as program chair and was a member of the class of 2000 for Leadership Washington. She is also a member of the Advocacy Committee of The Cultural Alliance of Greater Washington. Rothenberg is a graduate of State University of New York at New Paltz with a B.A.

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ABOUT THE WELLNESS COMMUNITY

The Wellness Community® is an international, non-profit organization dedicated to providing free emotional support and education and hope to people affected by cancer. Through participation in

professionally-led support groups, educational workshops, nutrition and exercise programs, and mind/body classes, people affected by cancer learn vital skills that enable them to regain control, reduce isolation and restore hope regardless of the stage of their disease. Today, there are 21 Wellness Communities across the United States, five in development, 28 satellites, two centers abroad in Tokyo and Tel Aviv, and a community online at The Virtual Wellness Community. For more information, visit www.thewellnesscommunity.org