



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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## **The Breast Cancer Family Foundation Names New Executive Director**

### *Non-profit sector veteran Laura Jarosz assumes role*

Green Bay, WI – The Breast Cancer Family Foundation (BCFF), a local non-profit organization providing educational presentations on cancer awareness and prevention, has announced the appointment of Laura Jarosz to the position of Executive Director.

“I am delighted to join such a strong, local nonprofit that is committed to educating Northeast and Central Wisconsin high school students and adults on healthy choices and lifestyles to help prevent breast and other cancers from developing,” said Jarosz.

Prior to becoming Executive Director of BCFF, Jarosz held positions in both the for-profit and not-for-profit sectors, most recently as the Director of Development at Unity Hospice. Jarosz assumes the position with BCFF with valuable experience in fundraising, grant writing, community outreach, public relations, marketing, internal and external communications and event planning.

“We are very excited to welcome Laura to the BCFF family,” said Susan Van Asten, President of the BCFF Board of Directors. “The vast amount of relevant experience Laura brings with her will help our foundation to increase the positive impact on the health of families in Northeast and Central Wisconsin.”

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*Please contact Laura Jarosz at 920-498-2285 with any media inquiries.*



As an organization, it is our goal to deepen our connection with students in the classroom in order to inspire long term habits that support a healthy lifestyle. Laura will be focused on cultivating relationships and partnerships with local businesses to increase awareness of our foundation and our mission, support through sponsorships, board memberships and volunteer opportunities for fundraising events such as the Tiletown Bike Tour, Pink Pumpkin 5K, Lure For A Cure and more.”

Jarosz graduated from the University of Wisconsin—Stevens Point with a B.S. in Business Administration and Marketing. She received her M.S. in Management and Organizational Behavior from Silver Lake College. Jarosz has also volunteered her time and expertise to numerous local organizations. She serves as the Special Event Planning Chair for the Green Bay March of Dimes, the Vice-President of Marketing for Management Women, Inc., and an English as a Second Language tutor for Literacy Green Bay.

**About Breast Cancer Family Foundation:** Breast Cancer Family Foundation (BCFF) is a 501(c) (3) status non-profit organization located in Green Bay, Wisconsin. BCFF’s mission is to inspire people in our community to lead cancer-free, healthy lifestyles. The organization teaches more than 10,000 high school students and thousands of adults annually. More info at: [www.bcff.org](http://www.bcff.org), or [find us on Facebook](#).

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