



**For Immediate Release**

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**Komen Maryland Appoints New Board Member to Carry Out Their Vision in Maryland Communities**

*Aliza Rothenberg joins existing board members to carry the Komen vision of a world without breast cancer*

**Baltimore, MD (April 13, 2010)** The Maryland Affiliate of Susan G. Komen for the Cure®, an affiliate of the world's largest breast cancer organization and provider of funds to aid in the awareness, prevention, treatment and research of breast cancer the state of Maryland, recently appointed Aliza Rothenberg as the newest member to its board of directors. Effective April 1, 2010, Rothenberg joined the existing board members as an ambassador to carry the Komen vision of a world without breast cancer into Maryland communities.

With over 20 years of leadership experience, Rothenberg brings her vast strategy development and business planning experience to the Komen Maryland board of directors. Her strength in business plan development will be valuable as Komen Maryland establishes its presence in the regional areas of the state, beginning with the Eastern Shore in upcoming months. In addition, her previous non-profit board experience will play a critical role as Komen Maryland fine-tunes its governance policies and performance.

"We are privileged to have such a talented businesswoman and visionary join our team here at Komen Maryland," said Robin Prothro, Executive Director of Komen Maryland. "We expect great things in 2010 and know that Aliza will play a vital role in our continued success."

She is currently the Vice President for Strategic Planning at CareFirst BlueCross BlueShield. Amongst her many accomplishments at CareFirst, Rothenberg significantly improved the company's business planning processes and performance analysis capabilities—proving her superior change management and influence

management abilities. She expanded the capture and use of internal information, environmental scan data, competitor analysis, and market research findings to drive strategies and tactics within CareFirst. Additionally, she led the company's successful entry into various health insurance markets through the launch of new products.

Komen Maryland's Board of Directors proudly welcomes Rothenberg and is eager to utilize her extensive skills and talents in their efforts to offer support and hope to everyone touched by breast cancer in Maryland.

## **About Susan G. Komen for the Cure® and the Komen Maryland Affiliate**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever, and in 1982, that promise became Susan G. Komen for the Cure. The Maryland Affiliate is part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Maryland Race for the Cure, the Maryland Affiliate has invested \$15 million in community breast cancer programs since 1993. Up to 75 percent of net proceeds generated by the Affiliate stays in Maryland. The remaining 25 percent funds national breast cancer research, often taking place at Maryland institutions. For more information, call 410-938-8990 or visit [www.komen.org](http://www.komen.org).

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