



WINN Feline Foundation

For the Health and Well-being of All Cats

390 Amwell Road, Suite 402, Hillsborough, NJ 08844 ■ Phone: (908) 359-1184 ■ Fax: (908) 359-7619

www.winnfelinehealth.org ■ winn@winnfelinehealth.org

Media Contact: Steve Dale
(773) 525-8696

FOR IMMEDIATE RELEASE

WINN FELINE FOUNDATION ANNOUNCES NEW CHIEF EXECUTIVE

Hillsborough, NJ, November 10, 2011: Maureen Walsh has joined Winn Feline Foundation in the role of Chief Executive Officer.

The Winn Feline Foundation is the only organization devoted to solely funding cat health research, which attracted Walsh to the opportunity. "I am excited to take on this new role for the Winn Feline Foundation," she says. "I look forward to helping Winn increase brand awareness among veterinary professionals, researchers and fanciers. Cat lovers everywhere need to know about the important feline medical research that Winn supports every day, and the difference donations make to the health and well being of our feline friends."

"I'm impressed and inspired by the legacy of the Winn Feline Foundation, and the countless advances in feline medical care as a result of Winn funding," Walsh says. "There remains much to accomplish. I am proud to be a part of this great organization."

Walsh brings significant experience from the non-profit world to her new position, along with considerable executive level business and marketing experience. For the past six years, Walsh has been a member of the executive team at a non-profit organization in New Jersey. Beginning in 2005, Walsh led international marketing efforts for the Institute of Management Accountants. As the Chief Marketing Officer, Walsh led a successful brand strategy program designed to achieve a business turnaround.

Walsh's commitment to supporting non-profit organizations began in the early 1990s; she has built marketing and communications programs and provided guidance for other non-profit organizations in New Jersey including the Louis LaSalle Tomorrow Fund, the Inter Religious Fellowship for the Homeless, Habitat for Humanity and a private parochial school.



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In 1995, Walsh established her own full service marketing firm specializing in the development of corporate marketing communications including advertising, direct mail, brand and identity systems and creative collateral for a variety of Fortune 500 companies.

Walsh spent the first ten years of her career in corporate graphic design studios in New York City, in account service and operations. Her early experience was focused on the development of financial communications, including annual reports, branding and visual identity programs, and the design and production of high-end corporate collateral material.

Walsh received her B.A. in Communications from Rutgers University. She has been the recipient of a number of awards in her career including the iNova Website Award, NJ PRSA Pyramid Awards, the Creativity Certificate of Distinction, (Art Direction Magazine) and Certificate of Graphics Excellence, (Association of the Graphic Arts)

She is an active member of a number of professional associations including: Word of Mouth Marketing Association, Association of Women in Communications, ASAE (American Society of Association Executives) and the American Marketing Association.

Walsh resides in Northern New Jersey with her family and their favorite feline, Molly.

*The **Winn Feline Foundation** is a non-profit organization established in 1968 that supports studies to improve cat health. Since 1968, the Winn Feline Foundation has funded over \$3 million in health research for cats at more than 30 partner institutions world-wide. This funding is made possible through the support of dedicated donors and partners. Research supported by the Winn Feline Foundation helps veterinarians to improve treatment of common feline health problems and prevent many diseases. Grants are awarded twice yearly with the help of the foundation's expert review panel. For further information, go to www.winnfelinehealth.org*