



**American
Red Cross**

of Greater Grand Rapids

American Red Cross of
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Press Release
PRESS RELEASE

For Immediate Release

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Local Red Cross Welcomes New CEO

Cheryl Poel Bremer brings experience, expertise to leading established chapter

GRAND RAPIDS, Mich., [October 6, 2009] – The American Red Cross of Greater Grand Rapids officially welcomes our new Chief Executive Officer, Cheryl Poel Bremer.

“I am thrilled to share with you that Cheryl Bremer, who has been serving as interim CEO in the Grand Rapids Chapter for the past several months, has accepted the position as the next Chief Executive Officer,” said Matthew J. Penny, president of the Board of Directors. “She brings more than 20 years of experience in fundraising and non-profit management. Cheryl is the right person to lead our regional chapter [covering Kent, Ottawa, Barry, Ionia and Montcalm counties] in being the premier provider of life-saving services to the people in our community. She is passionate about the mission of the Red Cross and about partnering with community partners and donors to carry out the mission.”

The American Red Cross' mission is to help people prepare for, prevent, and respond to emergencies in their lives. Regionally the Red Cross has served the people of West Michigan for more than 100 years. Last year alone, led by over 1,000 volunteers, it assisted 351 families during disaster, provided 468 emergency communications and other services to members of the Armed Forces, provided training and disaster education to 50,278 community members, and transportation services to 22,459 senior, low income and disabled people.

“I am honored and energized by the opportunity to lead this regional chapter of the American Red Cross,” said Cheryl. “It is the nation’s largest, independent, nonprofit humanitarian organization helping people prevent, prepare for and respond to all types of emergencies. There isn’t a household in America that has not benefited from the live-saving mission of the American Red Cross in some way, whether it is aquatics, CPR/First Aid training, disaster assistance, services to Armed Forces and refugees, blood donations, or transportation services. My hope and vision is that everyone in West Michigan will experience and recognize the tremendous place that the American Red Cross plays in the life of this great community.”

Cheryl is native to West Michigan. Born in Grand Haven, she spent 9 years in Nigeria, West Africa, with her missionary parents. She has a bachelor’s degree from Calvin College, an accounting degree from Davenport University, over 20 years of experience in fundraising and nonprofit management, and extensive experience serving on nonprofit boards.

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About the American Red Cross of Greater Grand Rapids:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.greatergrandrapids.redcross.org , follow us on Twitter at <http://twitter.com/redcrossggr>, or join our blog at <http://redcrossggr.wordpress.com>.