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**New Executive Leads Stroke Awareness Foundation
Sherry Simmons Provides Direction, Expertise**

SAN JOSE, Calif., December 13, 2004- The Stroke Awareness Foundation announced today it has appointed Sherry Simmons as Program Director. A 30-year veteran of nonprofit executive and managerial positions with emphasis in strategic planning and fund development, Simmons reports directly to the Board of Directors.

"Sherry brings to us a wealth of knowledge and experience," said Charles E. Hoffman, Board Chairman of the Stroke Awareness Foundation. "With Sherry leading the helm, we can move forward to dramatically improve the outcomes for stroke victims in Santa Clara County."

Stroke is the third leading cause of death in the U.S., behind heart disease and cancer. It is the leading cause of serious, long term disability. Each year, an estimated 4500 Santa Clara County residents are hospitalized for stroke and the cost for medical care, rehabilitation and productivity locally is about \$300 million annually.

"This is a wonderful opportunity for me to be able to make a difference to an organization in San Jose that is committed to saving stroke victims' lives," said Simmons. "As a result of the Stroke Awareness Foundation mission, stroke survivors will be able to recover more quickly and lead more rewarding, productive lives."

With over 30 years experience in most aspects of nonprofit management, Simmons had served as Executive Director with The Support Network for Battered Women in Mountain View; Oklahoma Alliance Against Drugs and the Oklahoma City-based Children's Medical Research. She has served in leadership capacities with the March of Dimes and the American Red Cross.

For the past seven years, Simmons has consulted for nonprofit and public entities in the areas of strategic planning, board member roles and responsibilities, board member recruitment, fund development strategies and implementation of major giving campaigns, annual campaigns, direct mail counsel and special event fund raising. She is a Board Director of the Downtown San Jose and chair for the Santa Clara County Housing Authority.

A graduate of three community leadership programs including the State of Oklahoma Leadership Program and Leadership Oklahoma City; Simmons is a former President of the Community Leadership of San Jose Alumni Council. Simmons teaches Governance and Leadership for the Public Benefit Sector on a regular basis at San Jose State University in its Nonprofit Management Certificate program. She also writes a monthly fund raising column for Valley Scene newspaper.

About Stroke Awareness Foundation

The Stroke Awareness Foundation was formed by three prominent local residents who each suffered but fully recovered from strokes. Retired businessman Charles E. Hoffman, San Jose Vice Mayor Patricia Dando and contractor/developer Charles J. Toeniskoetter discovered a lack of awareness among both the public and health care professionals about stroke identification and treatment. The Stroke Awareness Foundation is funded in part by the San Jose Healthy Neighborhoods Venture Fund.

The Stroke Awareness Foundation mission is to improve community awareness of stroke and its treatment and related health issues through research, education, outreach and communications programs and activities in the community. This will be accomplished by:

1. Certification of stroke centers at hospitals in Santa Clara County.
2. Training of paramedics and other emergency personnel to take stroke victims to certified stroke centers.
3. Educating the public about strokes so that stroke symptoms will be quickly recognized and emergency medical services will be called immediately.

For more information, please go to our website at www.strokeinfo.org.

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