



Media Contact:

Tiffany Dutes

Florida Breast Cancer Foundation

954.454.4156

tiffany@fbccrf.org

FOR IMMEDIATE RELEASE

Hallandale Beach Area Chamber of Commerce appoints Florida Breast Cancer Foundation CEO James Konschnik to the Board of Director

Hallandale, FL (February 14, 2010) - The Hallandale Beach Area Chamber of Commerce has appointed James Konschnik, Chief Executive Officer of the Florida Breast Cancer Foundation as a new member to its Board of Directors. The board is made up of a diverse group of dedicated individuals who are committed to working to improve the quality of life for residents, and promote a healthy environment that encourages and supports continued investment and growth in the Hallandale Beach Area economy.

James Konschnik brings a wealth of knowledge and his more than 19 years of background in business, advocacy, fundraising, and community relations to the Hallandale Beach Area Chamber of Commerce. Mr. Konschnik has worked with local/state legislators in Tallahassee and Washington, DC on advocacy issues. Mr. Konschnik is now dedicating his not-for-profit skills to working to end breast cancer as CEO at Florida Breast Cancer Foundation. He is implementing new strategies to raise awareness of the statewide organization behind the End Breast Cancer license plate, as well as increasing funding for education and research throughout the state.

"I am honored to be one of the newly appointed members of the Board of Directors." said James Konschnik "It is a pleasure to serve the community of Hallandale Beach and to help drive growth to the area all while doing good for our local community."

About the Florida Breast Cancer Foundation

Florida Breast Cancer Foundation (FBCF) is a 501 (c) (3) grassroots organization with the mission to end breast cancer through advocacy, education, and research. FBCF works statewide to raise awareness and mobilize Floridians to ensure sufficient public funding for breast cancer research, quality health care for all without fear of discrimination, and an environment free of carcinogens. FBCF is the only organization in the State of Florida with the End Breast Cancer license plate. All monies raised stay in the State of Florida to support advocacy, education, and research programs for Florida residents and institutions.