

# Press Release



**For Immediate Release**

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## **BloodCenter of Wisconsin Names New Director of Public Relations**

**Milwaukee, Wis., December 19, 2011** — The BloodCenter of Wisconsin (BCW) has named Fay Spano as Director of Public Relations. Spano brings twenty years of public relations and media relations experience to BloodCenter. As Director of Public Relations, Spano will develop, direct and implement strategic and tactical plans to increase awareness of the Blood Center of Wisconsin, as well as develop and maintain relationships with leading community organizations.

“I am extremely excited to work with such a passionate and talented team at the BloodCenter to help to raise the visibility of this extraordinary organization,” said Spano. “Its mission of providing life-saving solutions is one that I can truly embrace.”

By developing new relationships with current regional outlets and strengthening present media relations, Spano will reinforce BloodCenter’s presence within the communities that it serves.

Formally the Senior Manager of Communications for ASQ (American Society for Quality), Spano lead and directed internal and external communications functions for the Milwaukee based global membership association. She has held public relations positions at several Milwaukee area advertising and public relations agencies, following many years as an award-winning broadcast journalist.

“Fay brings a wealth of experience to our organization,” said Janet Slater, Vice President and Chief Marketing Officer for BloodCenter. “Fay’s expertise and knowledge will help us increase awareness of BloodCenter’s contribution to discovery, diagnosis, treatment and cure for patients in our community and around the world.”

Spano holds a bachelors of arts degree from the University of Wisconsin-Milwaukee. She is a long-time member of the Public Relations Society of America, as well as a member of TEMPO Milwaukee.

*BloodCenter of Wisconsin is a private, not-for-profit organization that specializes in blood collection, organ and tissue recovery, marrow donation and education, diagnostic testing, medical services and leading-edge research. BloodCenter of Wisconsin is the only provider of blood to hospitals in 29 Wisconsin counties including all community hospitals in Southeastern Wisconsin. BloodCenter of Wisconsin advances patient care by delivering life-saving solutions grounded in unparalleled medical and scientific expertise. For more information visit [www.bcw.edu](http://www.bcw.edu).*

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