



Contact: Denise Harris  
dharris@harrismg.com  
Susan Achtenhagen  
sachtenhagen@harrismg.com  
P – 262.968.9008  
F – 262.968.9003

## **Denise Harris, President of Harris Marketing Group, Named Director Wisconsin Breast Cancer Coalition Board**

**WALES, WIS., DECEMBER 21, 2008** – Harris Marketing Group (HMG) and the Wisconsin Breast Cancer Coalition (WBCC) are pleased to announce that Denise Harris, President of HMG and a long-time resident of Mukwonago, has been elected as a new Director to the Board of the Wisconsin Breast Cancer Coalition.

“Breast cancer has deeply affected me and many loved ones, and because of that, I have a personal and professional commitment to supporting local efforts that are working to find a cure,” notes Harris. “Over the past several years, HMG has donated hundreds of hours to the Wisconsin Breast Cancer Coalition and to the Rock River HOG Chapter ‘Ridin’ to a Cure’ event, since these groups raise funds explicitly for breast cancer research and education in Wisconsin. This is our corporate charity of choice.”

As a Director, Harris will represent WBCC around the state at healthcare conferences, support group and cancer survivor events, and fundraisers as well as act as an advisor to Wisconsin policymakers and as a lobbyist/witness for the State Legislature for items supported by WBCC. She will also guide both internal and external marketing and communication efforts, and participate in general fundraising and other volunteer efforts for local events.

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“WBCC has a ‘working board’ meaning that all directors assist in the development and implementation of strategic plans for WBCC, lead committees and actively promote the mission/vision and core values of the organization,” explains WBCC President, Ellen Vander Heyden.

The Wisconsin Breast Cancer Coalition brings Wisconsin voices together to stand up and speak out about breast cancer with education spotlighting critical breast cancer issues; collaboration through strategic alliances; and legislation to influence policymaking as well as fundraising and development.

The Wisconsin Breast Cancer Coalition is a statewide organization that is recognized as the premier resource on breast cancer policy issues. Since it was founded in 1994, the WBCC has initiated programs that directly reach people in Wisconsin, partnered with other organizations to affect changes in policy that have significantly increased funding for research on both the state and national level, and worked to improve access to quality care and treatment for all people.

Harris Marketing Group, located in Wales, Wisconsin, is a multi-disciplinary, woman-owned marketing agency in business in the local area for more than 11 years. The company’s integrated approach provides local and national clients with cost-effective, award-winning work including brand development, advertising, public relations, graphic design and complete Web development services. The agency has serviced clients in a wide range of industries including high-tech, hospitality, banking, retail, and many business-to-business industries.

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