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NEWS RELEASE
For Immediate Release

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Bettyann McKenzie Appointed New England Sinai Hospital Foundation Executive Director

STOUGHTON, MA — Lester P. Schindel, President and CEO of New England Sinai Hospital, has announced the appointment of Bettyann McKenzie as Executive Director of the Sinai Foundation, the philanthropic arm of New England Sinai Hospital. As chief fundraising manager for the hospital, McKenzie will lead ambitious programs and campaigns to support New England Sinai Hospital in meeting the health-care needs of its communities, through the development of financial support from individuals, businesses, organizations and foundations. "I am delighted to have Bettyann join Sinai during a period of accelerated growth for the hospital and I look forward to working with her in advancing our mission and vision for the future."

McKenzie comes to Sinai from WGBH, Channel 2 in Boston where she spent nine years working in fundraising and development, advancing to Manager of Member Development and Services. Her experience includes: managing a staff of 25 fundraisers who raised \$2.3 million dollars annually; developing and implementing fundraising goals and enhancing donor retention; and preparing an annual operating budget to project goals for all WGBH campaigns.

McKenzie has a background as a practicing attorney and has served as a Court Investigator for the Juvenile Courts of the Commonwealth. She has a J.D. degree from the New England School of Law and a B.S. from Suffolk University. She is a resident of West Roxbury, MA,

Founded in October of 2001, the New England Sinai Hospital is a separate, non-profit foundation whose mission is to inspire philanthropy to advance exceptional healthcare for patients at New England Sinai Hospital. Our objective is to utilize philanthropy to meet the health-care needs of New England Sinai's communities and preserve and expand the Hospital's programs and services in patient care and health education. The Foundation is governed by a volunteer Board of Trustees. The Sinai Foundation Board sets policy and directs the activities of the organization.

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New England Sinai Hospital is a 212-bed, non-sectarian, not-for-profit, long-term acute-care hospital with its main campus in Stoughton, MA and inpatient satellite units in Boston and Dorchester. It is a teaching affiliate of Tufts University School of Medicine. Sinai is recognized as a regional leader in the care of pulmonary, medically complex and acute rehabilitation care.