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Press Advisory:

FOR IMMEDIATE RELEASE

ESTELA CASAS JOINS EPCHD TO LEAD UMC & EPCH FOUNDATION

EL PASO, Texas – Estela Casas, a longtime fixture of El Paso’s media community and most widely recognized beloved broadcaster in our region, soon takes on a new role in our borderland, when she becomes the new Executive Director of the University Medical Center Foundation and El Paso Children’s Hospital Foundation (UMC Foundation). The UMC Foundation is a component organization of the El Paso County Hospital District.

Estela will set a new direction for a multimillion dollar foundation that funds programs and healthcare that greatly benefit the people of El Paso. “Estela is the perfect fit for our foundation and community,” said Jacob Cintron, President & CEO. “We are extremely lucky to have her join our foundation. She has already improved the lives of many in our community through her support of the Estela Casas Infusion Center for Hope & Healing at UMC. Her new role with us will inspire support for innovative and improved healthcare in our community.”

UMC Foundation donors have the power to improve patient experience, impact physician recruitment and advance medical care. “My journey battling breast cancer has brought many challenges to my life, and I have seen many successes along the way,” said Estela. “I know what it’s like to beat the challenge of cancer. Programs funded by UMC Foundation will help many women on the same journey to overcome this disease. This opportunity inspires my newfound passion to help other cancer victims succeed -- through robust funding of initiatives focused on

their care. I am very excited to lead the UMC Foundation but most of all, I am excited to do more for the people of our great city of El Paso.”

The exact date of Estela’s start will be announced at a later date.

About UMC: For 104 years, University Medical Center of El Paso (UMC) has been providing exceptional, high quality care for the entire El Paso region. UMC is home to the region’s only Level I Trauma Center, the only Comprehensive Level I Stroke Center, and the only Level IV Maternal Critical Care Center. UMC’s mission is to Heal, to Serve and to Educate. For more UMC News, go to: <http://www.umcelpaso.org> (News Releases at bottom of main page.)

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