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## **American Red Cross, Greater Cleveland Chapter Names New Director, Marketing and Communications**

**Cleveland, Ohio - May 14, 2007-** Susan A. Elder has joined the American Red Cross, Greater Cleveland Chapter as director, marketing and communications.

Elder comes to the Greater Cleveland Chapter from RGH Enterprises, Inc. where she served as vice president of marketing, responsible for all marketing, branding, communications and Web site programs. Prior to her position at RGH Enterprises, she served as director of marketing communications for Invacare Corporation, in Elyria, Ohio.

In her new role with the American Red Cross, Elder will lead the development of marketing, branding and communications programs designed to enhance the Greater Cleveland Chapter's business, image and reputation.

"We are excited that Susan Elder has joined our organization," said Mary-Alice Frank, CEO of the Greater Cleveland Chapter. "Her breadth of experience in developing marketing and branding initiatives will benefit the Greater Cleveland Chapter as we look for ways to strengthen and enhance our visibility in the market."

A graduate of the College of Liberal Arts and Sciences, Butler University, Elder is a member of the American Advertising Federation, Public Relations Society of America, Sales and Marketing Executives of Cleveland, Direct Marketing Association and the Medical Marketing Association. She and her family reside in Avon, Ohio.

The Greater Cleveland Chapter helps people prevent, prepare for and respond to emergencies by providing shelter, food, clothing and mental health counseling to families affected by disasters in Cuyahoga, Geauga and Lake counties. All disaster relief is free and is made possible by generous donations from the American people.

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