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FOR MORE INFORMATION:
Glynnis Breen: 202-887-0500x26
gbreen@witeckcombs.com

The Wellness Community Retains Witeck-Combs Communications, Inc. To Raise Awareness of National Patient Education Programs

Washington, D.C. Witeck-Combs Communications (WCC) announced today it has been retained by The Wellness Community (TWC), an international, non-profit organization dedicated to educating and supporting individuals affected by cancer. Witeck-Combs Communications will help to extend the reach of the organization's important and free services of support and education for people affected by cancer, in particular its national *Frankly Speaking* and *Patient Active Guide* educational programs.

WCC is a public relations and marketing firm that works often with non-profit groups to increase public awareness of their missions. The firm's expertise in and commitment to health and social causes was an important part of The Wellness Community's decision to retain the firm's services.

Michelle Pollak, Director of Marketing and Development at TWC said, "Witeck-Combs Communications' dedication to health and social causes gives us confidence that they will be as committed to our mission as we are. That is extremely important to us and to our participants and supporters."

"Helping an organization like The Wellness Community reach the public is what makes our job worthwhile," said Colleen Dermody, Vice President at WCC.

"It's our job to make The Wellness Community's programs available to those in need of information and support throughout their, or a loved one's, experience with cancer," said Glynnis Breen, Communications Strategist at WCC. "This is exactly the kind of rewarding work that makes it gratifying to be a PR professional."

The Wellness Community's services include professionally-led support groups, educational programs, stress management sessions, and movement and nutrition classes. All of its programs are free of charge. Currently, educational workshops including *Frankly Speaking About Lymphoma*, *Frankly Speaking About Lung Cancer*, *Frankly Speaking About New Discoveries in Cancer*, and *The Patient Active Guide to Living with Ovarian Cancer*, are being held at various locations nation-wide.

WCC has been retained by health clients such as Bazelon Center for Mental Health Law, the Elton John AIDS Foundation, the National Organization on Disability, the Christopher Reeve Foundation, the National Association of Public Hospitals (NAPH), The Mautner Project and many other non-profit health and disability organizations and government agencies.

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The Wellness Community

Celebrating its 23rd anniversary in June 2005, The Wellness Community is an international, non-profit organization dedicated to providing free support and education, as well as hope to people with cancer and their loved ones. Through participation in professionally-led support groups, educational workshops, nutrition and exercise programs, and mind/body classes, people affected by cancer learn vital skills that enable them to regain control, reduce isolation and restore hope. Today, there are 22 Wellness Communities across the United States, five in development, 28 satellites, two centers abroad in Tokyo and

Tel Aviv, and a community online at The Virtual Wellness Community. For more information visit www.thewellnesscommunity.org.

Witeck-Combs Communications

Based in Washington, D.C., Witeck-Combs Communications Inc. (www.witeckcombs.com) provides strategic public relations and marketing counsel for clients that believe that protecting and enhancing their reputation is imperative to their success. Witeck-Combs Communications specializes in affinity marketing and issues management, helping companies reach unique consumer segments, including the gay and lesbian and health and disability markets.