

## **FOR IMMEDIATE RELEASE**

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## **HERA Foundation Announces Former Petzl Executive as Latest Board Member**

DENVER – April 11, 2015 - The HERA Women's Cancer Foundation, a nationally recognized ovarian cancer nonprofit, announced the addition of John Evans to the Board of Directors.



For the past sixteen years, John has worked as the Marketing Director at Petzl America—a manufacturer of equipment for climbing and rescue, as well as headlamps. He recently stepped down from his position in order to pursue work as an adventure photographer.

Over the past decade, John has worked closely with HERA and has served as the primary champion of the HERAbiner—an anodized turquoise blue Attaché locking carabiner. Each lightweight carabiner is etched in white with HERA Climb4Life, to increase awareness of the rock climbing event series that raises money for ovarian cancer research. Petzl America proudly donates \$1.00 from every HERAbiner sale. In 2014 proceeds topped nearly \$10,000.

Additionally, John has set a precedent as being the only recipient of the Power of One Award who has been awarded twice (2007, 2012). HERA Founder, Sean Patrick, created the Power of One Award to recognize an individual or company that furthered HERA's mission. At home, John proudly displays a pair of knitted ovaries on his mantle—a soft reminder of his passionate dedication to HERA's mission. HERA is honored to welcome him to the Board of Directors.

Through HERA's Climb4Life series and other fundraising events, the organization dedicates 80 percent of funds raised to scientific research and community grants, as well as other education and awareness initiatives for ovarian cancer. For more information, visit [www.herafoundation.org](http://www.herafoundation.org).

**About the HERA Foundation:** Established in 2002, the HERA Women's Cancer Foundation is a 501(c)(3) nonprofit organization whose mission is to stop the loss of women from ovarian cancer by promoting **Health, Empowerment, Research, and Awareness**. As a nationally recognized ovarian cancer organization, HERA provides funding for cutting-edge research grants to scientists at respected medical institutions. In so doing, HERA attracts more researchers to

expand the scientific understanding of ovarian cancer while improving the lives of those battling the disease. In addition, HERA awards grants to local community groups to raise awareness about the disease in novel and unusual ways. More information is available at [www.herafoundation.org](http://www.herafoundation.org).