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**FOR IMMEDIATE RELEASE**

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## **Breathe California welcomes new Executive Director Illyasha Peete**

SAN JOSE, CA – The board of directors of Breathe California is pleased to announce Ms. Illyasha Peete, MBA, as the organization's new executive director. Ms. Peete comes to the organization with extensive management experience. Her achievements include successful fundraising, marketing, sales analysis, merchandising, establishing effective scheduling and policies, customer relations, contract negotiations, resolving personnel issues and maintaining high employee morale.

Ms. Peete also has a deep commitment to the mission of Breathe California, having family members affected by lung disease – including a son with serious asthma. “I am humbled by my selection as the new Executive Director of Breathe California, and will work tirelessly to serve and educate the residents of the Bay Area. I welcome all the challenges that lie ahead and I hope to bring an innovative way of communicating vision of the organization's mission and fundraising efforts.”

Among her other tasks as Executive Director, Ms. Peete will take on the hosting duties for Breathe California's weekly television show. Breathe California TV can be seen Thursdays at 8:30pm on San Jose public access channel 15.

### **About Breathe California of the Bay Area**

Celebrating its 105th year in the Bay Area, BREATHE CALIFORNIA is dedicated to fighting lung disease and advocating for clean air. As one of California's oldest voluntary health organizations, BREATHE CALIFORNIA addresses the most critical lung health threats through prevention, education, patient support, research and advocacy.

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