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## MEDIA ALERT

### LOCAL LEADER JOINS STAR CHILDREN'S CHARITY AS EXECUTIVE DIRECTOR

***Brenda E. Snitzer, veteran non-profit leader from Plano, accepts new position at Star Children's Charity supporting the children of Collin County***

Plano, Texas – April 9, 2009 --Star Children's Charity is pleased to welcome its first Executive Director, local veteran non-profit leader Brenda E. Snitzer. Star Children's Charity is dedicated to serving the needs of children in Collin County by raising significant funds each year to support capital projects and programs that provide for the basic needs of children. Founded in 2007, the charity has committed \$1.4M in funds to support projects for Boys and Girls Club of Collin County, Children's Medical Center Legacy, CITY House, Crossroads Family Services, Plano Children's Medical Clinic, Texas-Health Presbyterian Hospital of Plano and Samaritan Inn. Star Children's Charity members are passionate about changing the lives of Collin County's children by supporting efforts to improve services for medical, education, enrichment and safety.

Co-Founder and board president, Michelle Brennan-Hall states, "Brenda E. Snitzer brings 20 years of non-profit leadership, management and marketing experience to Star allowing us to grow our membership, fundraising and capability of making a positive impact on the children of Collin County." "As a new organization, we are thrilled to have Brenda's level of passion, talent and commitment. The Star members welcome her leadership and guidance to achieve the aggressive fundraising goals needed to support the children of Collin County," continues Brennan-Hall.

"It is an honor to join the board of directors of Star Children's Charity. Their mission of serving the children of Collin County is aligned with my personal passion for helping others discover the joy in serving their community and reaching out to those in need," states Brenda E. Snitzer, newly appointed Executive Director of Star Children's Charity. "Our plan is to expand Star's influence and reach to touch as many lives as possible," continues Snitzer.

Snitzer is a native Texan and attended Plano schools before completing a bachelor's degree in education and a Master of Science degree in education from Baylor University.

Most recently, Snitzer served as the Director of Christian Education at Bentwood Trail Presbyterian Church in Dallas where she worked with administrators, volunteers and the congregation to increase the stability of the church during a critical period of pastoral change. Previously, Snitzer worked for more than 10 years at Girls Inc. of Metropolitan Dallas, a leading provider of female-focused programs which encourage youth to discover their potential. At Girls Inc., Snitzer served five years as Director of Family Life Education, one year as Director of Development and four years as Executive Director of Finance and Development where she helped thousands of local girls

through outreach in local schools and organizations, managed an annual \$2M operating budget, created strategic special events, marketing and fundraising campaigns with a staff of 50. Snitzer won numerous awards for her leadership and dedication, collaborated with the Junior League of Dallas in volunteer efforts, increased the site-based Girls, Inc program from four to five centers and raised more than \$8 million over her career.

Beyond her professional experience, Snitzer also volunteers through mission work at her church in the United States and Mexico, has served as a Cub Scout leader and participated in her children's Parent Teacher Association.

Married to fellow Plano Senior High graduate, David Snitzer, for 16 years, and they have two sons, Ryan and Nathan, who share Snitzer's passion for serving others.



NOTE TO EDITOR: Hi-resolution image available

**ABOUT STAR CHILDREN'S CHARITY:**

Star Children's Charity is a leading voice of philanthropy in Collin County, dedicated to financially supporting non-profit organizations that benefit the well being of children. Founded by Michelle Brennan Hall and Linda S. Paulk in 2007, Star Children's Charity consists of 100 accomplished and philanthropic families who produce sought-after fundraising events throughout the year including Star "Dust" Designer Boutique, Star Clay Shoot, the Starbright Golf Tournament, Cooking with Legends and the Star Winter Ball to help raise over \$1,400,000 annually. Star Children's Charity members are passionate about changing the lives of Collin County's children by supporting efforts to improve services for medical, education, enrichment and safety. Star encourages the community to learn more about Star Children's Charity and join their efforts by visiting [www.starchildrens.com](http://www.starchildrens.com) or contacting Marlene Kamholz at (972) 943-3344 or [marlene@starchildrens.com](mailto:marlene@starchildrens.com)

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