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## **PREVENT BLINDNESS OHIO WELCOMES NEW CHAPTER DIRECTOR IN SOUTHWEST OHIO CHAPTER OFFICE**

**CINCINNATI, OH** – Elena McSwane has joined Prevent Blindness Ohio (PBO) as the new Chapter Director of the organization's Southwest Ohio Chapter office.

In her new role, which began on February 17, Elena is responsible for facilitating the work of the Volunteer Executive Council in developing and managing the resources necessary to prevent blindness and preserve sight in Brown, Butler, Clermont, Hamilton and Warren counties.

Elena graduated with a Bachelor of Arts and Sciences degree from Xavier University where she had the privilege to represent the American Advertising Federation (AAF) Fifth District in the National Student Advertising Competition.

She started her professional advertising and marketing career at Loren Allan Odioso Advertising and Freedman, Gibson & White, Inc. in account service, working with such clients as Ethicon Endo-Surgery and Sears Carpet & Upholstery Care and Lifestyle Communities. Elena then became an integral part of the marketing team at EMI Network. She has also served as a board member of ADCLUB Cincinnati (affiliate of American Advertising Federation). She resides currently as ADCLUB's President and will continue as Immediate Past President in July.

*Prevent Blindness Ohio, founded in 1957, is Ohio's leading volunteer nonprofit public health organization dedicated to preventing blindness and preserving sight. We serve all 88 Ohio counties, providing direct services to more than 800,000 Ohioans annually and educating millions of consumers about what they can do to protect and preserve their precious gift of sight. Prevent Blindness Ohio is an affiliate of Prevent Blindness America, the country's second-oldest national voluntary health organization. For more information or to make a contribution, visit our website at [www.pbOhio.org](http://www.pbOhio.org) or call 800-301-2020.*

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