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Media Contact:

Katie Kozak, Marketing and PR Manager, Capture Sports Marketing
katie@capturesportsmarketing.com | 262-696-5177

**Jennifer Macdonald and Luis Ayala Announced as Board
Members of the Vince Lombardi Cancer Foundation**

MILWAUKEE – The Vince Lombardi Cancer Foundation today announced two new board members, Jennifer Macdonald and Luis Ayala, who will support the nonprofit’s work to prevent cancer, provide the best care to those fighting it and find a cure.

“I am excited to welcome such talented individuals to our board,” said Vince Lombardi Cancer Foundation President Paul “MO” Moline. “Jennifer brings a strong background in clinical and healthcare leadership, and Luis brings a diverse perspective and financial expertise to our work.”

Jennifer Macdonald serves as the Senior Vice President on Specialty Service Lines at Bellin Health System in Green Bay. Prior to joining Bellin Health Services, Macdonald worked for JMC Consulting, North Tampa and Tampa Outpatient Surgical Facilities, LS Wellness Centers, and South Tampa Surgery Center in Florida as well as Aurora Health Care and Attic Angel Health Services in Wisconsin.

Macdonald received a bachelor’s degree in nursing from Chamberlain College of Nursing and a master’s in Nursing: Health Systems Executive Leadership from Vanderbilt University. In 2019, Macdonald was awarded the Healthcare Executive Leadership Fellowship by the Advisory Board.

Luis Ayala is a cancer survivor himself, overcoming stomach cancer in 2015. He has participated in several Vince Lombardi Cancer Foundation events, such as the Lombardi Walk to Tackle Cancer.

Ayala joined VISIT Milwaukee in April 2020 after several years in both non-for-profit and for-profit organizations. He currently oversees VISIT Milwaukee’s finance department. Prior to joining VISIT Milwaukee, Ayala worked in finance capacities at Harley-Davidson, Miller Brewing Company, Johnson & Johnson and the Walt Disney Company.

Originally from Puerto Rico, Ayala received a bachelor’s degree in accounting from the University of Wisconsin-Milwaukee and an MBA from the University of Miami in Coral Gables.

“On behalf of the Vince Lombardi Cancer Foundation board, I also want express our gratitude to Steve Marshall and Brent Morris who have concluded their service as valued board members,” said Moline.

About the Vince Lombardi Cancer Foundation

The Vince Lombardi Cancer Foundation was established in 1971, in memory of five-time National Football League Championship Green Bay Packers Coach Vince Lombardi. His spirit, enthusiasm and commitment to excellence touched countless lives. On September 3, 1970, he lost a battle to colon cancer, dying at only 57. In his honor, the foundation is dedicated to preventing cancer, caring for those who are battling it and finding a cure. For more information, visit lombardifoundation.org.

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