



## CPF Appoints Mishka Michon Chief Executive Officer

SAN JOSE, Calif., Jan. 29 /PRNewswire-USNewswire/ -- The Coalition for Pulmonary Fibrosis (CPF) announced the appointment of Mishka Michon as its new Chief Executive Officer. Michon has more than 25 years of experience overseeing all aspects of development, a key area of importance in leadership for non-profit foundations such as the CPF. Michon will lead the CPF's next phase of growth, including expanding CPF fundraising capabilities and driving its overall mission to accelerate research efforts into the deadly, incurable lung disease.

"Mishka brings a wealth of proven experience and success in the non-profit fundraising community into her new role as CEO," said Marvin Schwarz, MD, Chairman of the CPF Board of Directors. "Mishka's leadership will be critical to the long term growth and success of the CPF and her vision will help the foundation expand its role as a major source of research funding in the fight against Idiopathic Pulmonary Fibrosis (IPF)."

Michon joined the CPF in June 2006 as Executive Vice President of Development. Her work helped increase the foundation's charitable contributions and staffing and she led its efforts to increase visibility amongst corporate and individual donors.

"I am committed to the success of the CPF and to helping take the Foundation to its next phase of growth and beyond," said Michon. "I have seen firsthand the people who have been touched by IPF and realize the great need and opportunity that exists for helping to find treatments and a cure for this devastating disease."

Michon replaces Mark Shreve who will be assuming the role as Chief Operating Officer of the foundation. Shreve made the decision in recent weeks to revise his role with the foundation due to family obligations and professional demands of the job. Shreve will remain an integral part of the day to day operations of the CPF.

Before joining the CPF, Michon served as a consultant to non-profit organizations in building development programs and events in Southern California. She was director of development for the west coast division of the Museum of Television and Radio and the director of major gifts for the Shoah Visual History Foundation. She has been affiliated with top tier universities, including UCLA and USC, where she served as a director of major gifts. Along with directing the development for one of the campus colleges, she was interim director of corporate and foundation relations for California State University, Northridge. Her experience also includes positions as development director for the ERAS Center for Children with Learning Disabilities and the John Tracy Clinic. Michon received her

Bachelor of Arts degree from UCLA.

#### About the Coalition for Pulmonary Fibrosis

The Coalition for Pulmonary Fibrosis (CPF) is a 501(c)(3) nonprofit organization, founded in 2001 to accelerate research efforts leading to a cure for idiopathic pulmonary fibrosis (IPF), while educating, supporting, and advocating for the community of patients, families, and medical professionals fighting this disease. The CPF funds promising research into new approaches to treat and cure pulmonary fibrosis; provides patients and families with comprehensive education materials, resources, and hope; serves as a voice for national advocacy of IPF issues; and works to improve awareness of IPF in the medical community as well as the general public. The CPF's nonprofit partners include many of the most respected medical centers and healthcare organizations in the U.S. With more than 14,000 members nationwide, the CPF is the largest nonprofit organization in the U.S. dedicated to advocating for those with pulmonary fibrosis. For more information please visit <http://www.coalitionforpf.org> or call (888) 222-8541.

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