
NEWS

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YWCA NAMES ABBIE S. FINK PHILANTHROPY LEADER OF THE YEAR

HMA Public Relations, recognized regionally as a leader in public relations and marketing communications, is pleased to announce the YWCA of Maricopa County has named HMA vice president and general manager Abbie S. Fink a 2010 Tribute to Women honoree in the philanthropy leader category. Fink and her fellow honorees will be celebrated at the 2010 YWCA Tribute to Women luncheon Thursday, Feb. 25, at the Arizona Biltmore Resort & Spa. For more information, or to purchase tickets to the event, please visit www.ywca.org.

Fink was chosen as the philanthropy leader for her commitment to women's, children's, and civil rights issues. Due to her work on behalf of the Arizona Affiliate of the Partnership for a Drug-Free America, meth and ecstasy use in our community has been significantly reduced, and awareness has increased regarding the impact of misuse of prescription and OTC drugs. She also helped spearhead a campaign to help empower mothers in the fight against drugs called 3Moms. 3Moms consists of everyday moms whose lives and families have been impacted by their child's drug use.

Fink also has lent her communications expertise as a board member for the Boys & Girls Clubs of Greater Scottsdale, helping to position the organization as an expert in children's issues. One program of particular interest to Fink and her passion for children and women's issues is the SMART Girls Program, which addresses social and development needs of girls ages eight to 15.

In addition, through her work with the Arizona Bridge to Independent Living, Fink has affected change for the past 10 years as an advocate for persons – male and female – with disabilities by raising awareness of the issues facing people with

disabilities from healthcare, education, transportation and employment. She helped create an environment conducive to the building of the Disability Empowerment Center and led a \$14.2 million capital campaign to build the Virginia G. Piper Sports and Fitness Center for Persons with Disabilities.

She is also actively involved in the advancement of the public relations industry and serves as president-elect of Phoenix PRSA and co-chair of the 2010 Counselors Academy Conference.

“I guess I really started to get involved in the community when I organized a picket line in front of my elementary school in support of a sixth-grade graduation dance, and it hasn’t stopped since,” said Fink, who did her first television appearance as a result of the dance-inspired activism. “It’s just what I do.”

Fink is a Scottsdale resident and a past president of Scottsdale Leadership.

About HMA Public Relations

HMA Public Relations is a full-service marketing communications agency whose experience encompasses work in the traditional marketing communications disciplines including public relations, media relations, marketing communications, issues management, community relations and special events. Located at 3610 N. 44th St., Suite 110 in Phoenix, HMA Public Relations can be reached at (602) 957-8881. Its web address is www.hmapr.com.

