

## NEWS RELEASE

## AMERICAN PSYCHIATRIC ASSOCIATION

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### **APA Names Eve Herold Communications and Public Affairs Director**

**ARLINGTON, Va. (Oct. 21, 2008)** - The American Psychiatric Association (APA) is pleased to announce the appointment of Eve Herold as director, APA's Office of Communications and Public Affairs.

Herold, who comes to APA from the Genetics Policy Institute, where she was director of public policy research and education, assumes responsibilities for APA's public affairs activities, which includes external and internal public relations and marketing communications programs and services.

"We are delighted to have Ms. Herold join our efforts to raise awareness of mental health issues with the media, members and public," said James H. Scully, Jr., M.D., APA medical director and CEO. "She brings broad communication experience working in biomedical science, health education and public policy."

Herold spent five years at the Stem Cell Research Foundation as director of public education and was a former managing editor of *The Gerontologist*. She is the author of two books, *Stem Cell Wars: Inside Stories from the Frontline* and *I'll Be There: Caring for Your Parents, Kids, Job and Marriage*. Herold is also a seasoned spokesperson with national TV, radio and print exposure.

She is a member of the International Society of Stem Cell Researchers and The Hastings Center, a nonprofit association addressing ethical issues in medicine, health care, technology, and the environment.

Herold resides in Woodbridge, Va. with her husband.

### **About the American Psychiatric Association:**

The American Psychiatric Association is the nation's leading medical specialty society whose more than 38,000 physician members specialize in diagnosis, treatment, prevention and research of mental illnesses including substance use disorders. Visit the APA at [www.psych.org](http://www.psych.org) and [www.HealthyMinds.org](http://www.HealthyMinds.org).

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