



PRESS RELEASE

For immediate release
November 5, 2009

For more information contact:
Nicole Plegge, PR Specialist
800.283.1982, ext. 115
nplegge@hleeb.org

Heartland Lions Eye Banks Welcomes New Hospital Services Coordinator

Kansas City, Mo. (November 5, 2009) – Amy Moss has joined the Kansas City branch of Heartland Lions Eye Banks as its new hospital services coordinator. Together, Moss and the Eye Bank staff provide the gift of sight to thousands by connecting corneal surgeons and their patients to the highest-quality donated corneal tissue for transplant.

In her role, Moss works closely with medical centers, coroners' offices and funeral homes across Western Missouri and Eastern Kansas to help facilitate the donation and transplant process and increase consent among donor families. In addition, Moss promotes eye, tissue and organ donation to the public by leading numerous community education efforts throughout the region.

Moss brings to the Eye Bank an extensive background in marketing and public relations. She was previously employed at both Fleishman-Hillard and The Marketing Arm in Dallas, Tex. and prior to her life in the agency world, worked in student recruitment at the University of Missouri – Columbia (MU). Moss graduated with a Bachelor of Arts in Communication from MU in 2005.

Heartland Lions Eye Banks is a division of the Missouri Lions Eye Research Foundation, a 501c(3) organization with the mission to preserve and restore the sight of people throughout Missouri and around the world. The Eye Bank operates seven branches throughout Missouri, Kansas and Illinois with headquarters in Columbia, Missouri. The Eye Bank is one of the five largest eye banks in the U.S. and offers high quality donor cornea tissue to transplant surgeons. In addition the Eye Bank is committed to research for causes and cures for eye diseases.

###