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Keaton Raphael Memorial's Reno Chapter Appoints New Chairman

(RENO, NV)- Keaton Raphael Memorial (KRM) announced today that Brad Woodring of the Sierra Pacific Power Company has been named Chairman of the Reno Chapter.

Woodring is the Economic Development Executive at Sierra Pacific Power Company for northern Nevada. In this role, he collaborates with the Strategic Tactical Planning and Business Development groups to design and implement regional development plans. In addition to KRM, Woodring has served on several other local boards including the Economic Development Authority of Western Nevada Board of Trustees, the Builders' Association of Northern Nevada, the Nevada Land Conservancy, Western Nevada Community College Foundation Board, NevadaWorks Board of Directors, and Western Industrial Nevada Board of Directors.



The Reno chapter of KRM was founded nearly two years ago to help provide patient services not currently available in our area and the establishment of long-term medical services for local children battling cancer and their families. KRM was founded in 1998 in Sacramento in memory of 5-year-old Keaton Raphael after he lost his short nine-month battle with neuroblastoma (cancer of the nervous system). Since that time, this not for profit organization has raised almost a million dollars for research, family grant assistance, patient service programs and advocacy in Northern Ca.

KRM hosts three fundraisers each year, The Chipping Away at Childhood Cancer Charity Gold Tournament in September, St. Baldrick's head shaving fundraiser in March and the Pacific Coast Cutting Horse event in October. Last year the organization raised more than \$135,000 to help assist local cancer families.

Funds raised by the newly formed Reno chapter of the KRM will stay local and be used for local patient services and the establishment of long-term medical services. For more information call 775.851.9470, visit www.ChildCancer.org or email Reno@ChildCancer.org.

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