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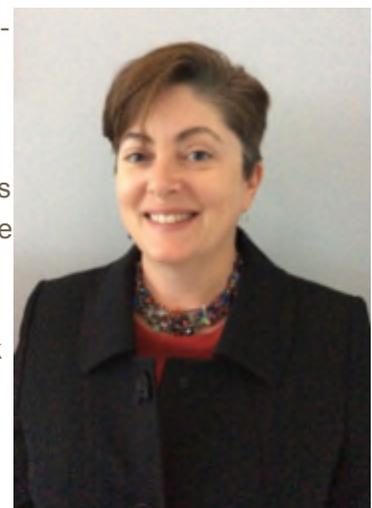
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Dr. Jennifer Childs-Roshak Announced as New President and CEO of Planned Parenthood League of Massachusetts and Advocacy Fund

For the first time in its history, PPLM will have a physician at the helm.

BOSTON— This morning, Dr. Jennifer Childs-Roshak, Regional Medical Director for Atrius Health, announced she will become the new President and Chief Executive Officer of Planned Parenthood League of Massachusetts (PPLM). She will also serve as President of the Planned Parenthood Advocacy Fund of Massachusetts (PPAF), PPLM's 501(c)(4) advocacy and political arm. Dr. Childs-Roshak will officially join PPLM later this fall.



“I am honored to be selected as PPLM’s new President and Chief Executive Officer and join this amazing community of staff, Board members and supporters who are so committed to expanding health care access for all.” said Dr. Childs-Roshak. “As an essential community health care provider, PPLM plays such an important role in keeping women, men

and young people healthy. I'm looking forward to helping ensure our patients have access to the high quality, compassionate, and nonjudgmental care and education they need and deserve."

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As a primary care physician since 1993, Dr. Childs-Roshak brings with her deep knowledge of the health care system and direct experience working with patients to keep them healthy. In her most recent role as Regional Medical Director for Atrius Health, Dr. Childs-Roshak led three Boston practices, in addition to personally caring for patients. With an MBA from Boston University's School of Management, her experience in health care and operations and commitment to serving the underserved are complimented by her strong business acumen.

Dr. Childs-Roshak's interest in sexual and reproductive health care dates back to her time as a new Harvard graduate at the United Nations Fund for Populations Activities, inspired by their work to ensure universal access to reproductive health. During that same point in her life, she also volunteered with Planned Parenthood in New York City. Together, these experiences reinforced her belief in protecting a woman's personal decisions and propelled her into the field of medicine.

"We enthusiastically welcome Jennifer as PPLM's new leader," said Dan Ginsburg, Chair of PPLM's Board of Directors. "As an experienced primary care physician and health care executive whose roots in advocating for sexual and reproductive health date back to her time as a former Planned Parenthood volunteer, we are confident Jennifer is the right person for the job."

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Planned Parenthood League of Massachusetts (PPLM) is the largest freestanding reproductive health care provider and advocate in the Commonwealth, providing sexual and reproductive health care to more than 30,000 patients per year. PPLM provides a wide range of preventive health care services including lifesaving cancer screenings, birth control, STD testing and treatment as well as abortion services. We ensure that women have accurate information about all of their options. For 87 years, PPLM has protected and promoted sexual and reproductive health and rights through clinical services, education and advocacy. For more information, visit www.pplm.org.

The Planned Parenthood Advocacy Fund of Massachusetts (PPAF) is the advocacy and political arm of the Planned Parenthood League of Massachusetts (PPLM). Formed in 1984, PPAF believes that working within the political process is critical to advancing PPLM's mission to increase access to sexual and reproductive health services and comprehensive

