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Linnie Frank Bailey Named March LifeCare Director of Public Affairs

July 20, 2010, Riverside, CA. Local Writer and Communications Specialist, Linnie Frank Bailey, has been named Director of Public Affairs for March LifeCare. Bailey is a freelance journalist, blogger, and published author (*"This Far By Faith"* Randomhouse/ Doubleday). A graduate of UCLA, her corporate stint included positions as a Project Manager and Marketing Specialist with Unisys, Booz, Allen, and General Electric.

Bailey specializes in the following beats as a freelance journalist: "Health Issues in Diverse Communities," and "Aging in Ethnic Communities." Recent fellowships and awards include:

- University of Maryland Med School/ NNPA Fellowship on Bioethics, Health Disparities and Clinical Trials. (Upcoming Story – *"Disgrace and Distrust – Minority Participation in Clinical Trials"*).
- USC Annenberg Fellowship on Reporting on Health (On-going Series – *"Sick, Broke, and Homeless in Riverside, CA"*).
- Association of Health Care Journalists Fellowships for conferences and meetings.
- New America Media Fellowship on Stimulus (ARRA) Reporting (2-part Series – *"Seniors and the Stimulus"*).
- New America Media Fellowship on CA Political Reporting (3-part Series – *"Aging in the Inland Empire."*).

The March LifeCare Health and Wellness City, is being developed by March Healthcare Development (MHD), on the site of the former March Air Force Base. The campus will include a full range of innovative health care services. The 'city' will also contain a retail village, a hotel, and social and cultural amenities.



www.MarchLifeCare.com

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As the project “scribe,” Bailey is responsible for creating copy to describe the medical “city” and is part of the March LifeCare Media team led by Paulette Brown-Hinds. Additional duties include media and community outreach, public relations, and marketing support.

For additional information concerning:

March Healthcare Development

www.marchhealthcare.com/aboutus.php

March LifeCare

www.marchlifecare.com

For more information on this release or to schedule interviews,

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