

31 January 2005

## **THE STROKE ASSOCIATION APPOINTS JOE KORNER AS DIRECTOR OF COMMUNICATIONS**

The Stroke Association is delighted to announce the appointment of Joe Korner as its new Director of Communications. Joe began his new role as head of The Stroke Association's campaigning and PR activities on Monday 24th January 2005.

Before joining The Stroke Association Joe was Director of Corporate Affairs at the Muscular Dystrophy Campaign for eighteen months. Previous experience includes an early career in campaigning for the United Nations Association and in the peace movement followed by eight years at the Royal National Institute of the Blind (RNIB) working on their PR and campaigning work.

Commenting on his new role within The Stroke Association, Joe Korner says, "I am joining the Stroke Association at a very important time as more and more people recognise that stroke is the third biggest killer and the biggest cause of severe disability in the UK.

There is great work being done by the Association and I aim to help to raise awareness of stroke even more. I'm keen to increase the influence we can have with Government and decision makers so that stroke gets greater priority within health and social services and everyone affected by stroke gets the support and services they need."

Jon Barrick, Chief Executive of The Stroke Association said:

"We are thrilled to announce the appointment of Joe Korner as The Stroke Association's new Director of Communications. Joe has achieved an excellent reputation within the charity sector and his recruitment is another indication of the growth occurring within The Stroke Association.

Joe brings with him a wealth of experience and we are confident he will play a crucial role in successfully implementing The Stroke Association's mission to improve our campaigning and influencing and extending awareness of stroke and The Stroke Association through greater prominence in the media."