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**Children's Leukemia Foundation of Michigan Names
Marty Watson as Campaign & Corporate Relations Manager**

Troy, Mich., Dec. 6, 2010 – Children's Leukemia Foundation of Michigan, a statewide agency whose mission is to help families cope with leukemia, lymphoma and related blood disorders, has named Marty Watson as Campaign & Corporate Relations Manager. Foundation President & CEO William D. Seklar made the announcement.

Watson, a graduate of Specs Howard School of Media Arts, has worked as the Sales Promotion Director for WYCD, WRIF and WCSX, all very promotionally active radio stations in the Detroit market. He organized and managed some of the biggest radio-sponsored events in the area. Watson also worked as a sales executive for the Chum Radio Group in Detroit (89X and 93.9 The River).

As Campaign & Corporate Relations Manager, Watson will be responsible for the foundation's Hearts for Hope and Hoops for Hope paper pinup campaigns, as well as corporate sponsorship acquisitions. He is married and resides in Royal Oak.

"Marty possesses a strong background in promotions and sales experience, making him an excellent fit for Campaign & Corporate Relations Manager," said Seklar. "Having recently worked with us on our very successful CRUSH Somerset Collection event, his enthusiasm is contagious and we're eager to have him bring that same passion to support Children's Leukemia Foundation of Michigan's patients and families."

About Children's Leukemia Foundation of Michigan

Children's Leukemia Foundation of Michigan is a statewide agency helping families cope with leukemia, lymphoma and related disorders by providing information, financial assistance and emotional support. In addition, CLF has provided more than \$6.5 million in research dollars to Michigan's comprehensive cancer institutes. Children's Leukemia Foundation of Michigan is headquartered in Troy, Michigan. For more information, call 1-800-825-2536 or visit www.leukemiamichigan.org.

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