



NEWS RELEASE
February 13, 2015

Janey Pearl Starks Joins Mountain Park Health Center

Will Manage New Marketing and Engagement Team for Non-Profit Community Health Center

Phoenix, AZ – Mountain Park Health Center today announced that Janey Pearl Starks, an experienced communications and non-profit professional has joined Mountain Park Health Center to manage the organization's new Marketing and Engagement team which is tasked with telling the Mountain Park story through various outlets in both English and Spanish.

Prior to joining Mountain Park Health Center, Janey served the communications needs of local elected officials including Congresswoman Kyrsten Sinema, former Phoenix Mayor Phil Gordon and Attorney General Terry Goddard. Originally from Guadalajara, Mexico and a graduate of Arizona State University, she returned to Arizona after receiving her Master's degree from the Harvard Graduate School of Education and began working at the Arizona Department of Health Services. There she was responsible for educating the community about important health issues including communicating about H1N1 (Swine Flu) when it first was detected.

"I'm thrilled to have Janey as part of the Marketing and Engagement team. Janey will listen with her ears, her heart and her intellect to craft the Mountain Park story and engaging with our patients as a way to ensure access to affordable healthcare is a reality for everyone." Michelle Hernandez, Marketing and Engagement Director.

Janey's involvement in the Phoenix areas spans 15 years and has focused on empowering young people, civic engagement and serving underrepresented communities. She has received numerous awards including the Phoenix Business Journal and Hispanic Chamber of Commerce's 40 Under 40 awards and Valle Del Sol's Profiles of Success Award, among others.

Janey serves on several boards including the Girl Scouts Arizona Cactus-Pine Council, is a Valley Leadership alum and a current program Vice-Chair and is a New Pathways for Youth mentor.

Also new to Mountain Park and the Marketing and Engagement Team are **Elizabeth Bromley** and **Vianey Olivarria**. Elizabeth, the new Film and Digital Creative Coordinator most recently was the lead instructor of the Film and Video department at a local college. Prior to that she worked in the creative services departments at several local TV stations. Elizabeth is an Emmy nominated writer, has an MBA in Marketing, and is excited to capture the faces and stories of Mountain Park.

Vianey is a recent graduate from Arizona State where she majored in International Relations. She is active in the Valley focusing on outreach and civic engagement targeting underrepresented communities and was recently accepted into Valle del Sol's Hispanic Leadership Institute. At Mountain Park, she'll manage external communications through social media platforms and engagement with Spanish-language media outlets as the Social Media and Engagement Coordinator.