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FOR IMMEDIATE RELEASE

St. James Mercy Foundation Appoints New Executive Director

February 16, 2011...Hornell, NY...St. James Mercy Foundation announced the appointment of Sylvia Bryant as Executive Director, effective January 18.

Ms. Bryant will oversee all philanthropic initiatives and programs for St. James Mercy Foundation including grants appropriation, major gifts solicitation, campaign planning, and special events. She has held a variety of senior-level philanthropic positions, most recently as Executive Director, University Advancement at Plymouth State University (New Hampshire), where she directed a comprehensive campaign for capital projects, endowments, and annual giving. Previously Ms. Bryant held positions at Alfred University as Associate Vice President for Individual Giving and as Interim Vice President of University Relations.

According to Mary E. LaRowe, St. James Mercy President and CEO, this appointment is a major step toward enhancing the work of the Foundation. "In these challenging economic times, it is even more important to reach outside of our own community to garner support. Ms. Bryant brings a wealth of fundraising and leadership experience to St. James Mercy, as well as the ability to develop beneficial relationships with government and corporate funders. We look forward to working with her to strengthen and solidify our position as a high-quality provider of health care services."

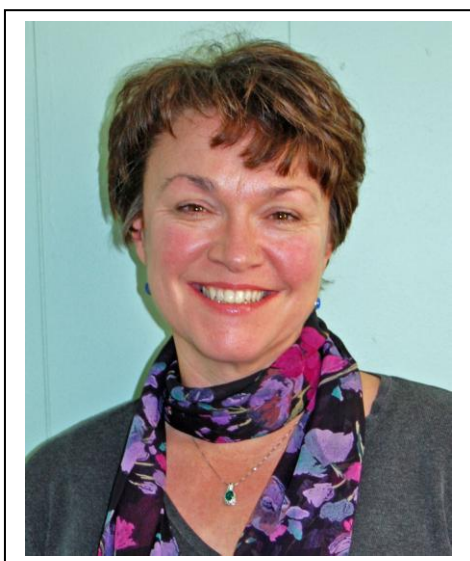
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“St. James Mercy is such an important part of the community,” said Ms. Bryant, “and I have always appreciated the many good works of employees and volunteers. It is an honor and a pleasure to become part of the St. James team. I look forward to working in the community and building the partnerships that will strengthen the Foundation and the hospital, to the benefit of all area residents.”

Ms. Bryant has a Bachelor degree from the University of Missouri-Rolla, a Masters from the University of Kansas, and a PhD in English from the University of Washington. She also served on St. James Mercy Hospital’s Board of Directors for seven years, including a term as Chairperson from 2005 – 2009. A long-time resident of Alfred, she has recently relocated back to the Hornell area.

Founded in 1890 and based in Hornell, NY, St. James Mercy Hospital is a 232-bed not-for-profit health organization sponsored by the Sisters of Mercy that provides care in Steuben and surrounding counties, with emphasis on the poor and underserved. Its full range of services includes Acute Care, Surgery, Emergency, Inpatient and Outpatient Behavioral Health, Long-Term Care, Dialysis, Cardiac and Pulmonary Rehab, and eleven satellite clinics throughout the county. St. James Mercy Hospital is a member of Catholic Health East, a multi-institutional network. St. James Mercy Foundation is a not-for-profit corporation that provides financial resources to fund equipment and services for St. James Mercy Hospital. For more information visit www.stjamesmercy.org.

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Sylvia Bryant, St. James Mercy
Foundation Executive Director