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FOR IMMEDIATE RELEASE

UCP of Greater Birmingham Hires Alison Berman as CDO

BIRMINGHAM, Ala. – United Cerebral Palsy of Greater Birmingham is pleased to announce the hiring of Alison Berman as its new Chief Development Officer. As CDO, Berman will lead multi-faceted efforts to elevate the awareness and visibility of UCP in our community and the seven counties served and to raise critical funding to support UCP’s vision, which is a world where disability is neither defining nor limiting.

According to Berman, “UCP helps more than 4,000 children, adults and families each year. Only 34% of these have cerebral palsy, so it’s obvious that UCP offers our community an incredible amount of services, support, and expertise than realized. With 1 in 3 Alabamians having a disability, the work of UCP has never been more than important or needed than it is today. My goal is to make UCP a household name once again.”

Berman received a Master of Arts Degree in Marketing from the University of Alabama and has worked in marketing, public relations, planned giving, and development for the past 26 years.

About UCP of Greater Birmingham

United Cerebral Palsy of Greater Birmingham provides quality programs designed to promote self-reliance, present choices and improve the quality of life for children and adults with disabilities. UCP of Greater Birmingham serves more than 4,000 children and adults with disabilities including but not limited to: intellectual disabilities; traumatic brain injury; developmental disabilities; cerebral palsy; autism; Down syndrome and spina bifida. Visit us online at www.ucpbham.com.

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