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FOR IMMEDIATE RELEASE

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Changing Hearts.
Saving Lives.

LANGFELD NAMED HUMAN LIFE ALLIANCE EXECUTIVE DIRECTOR

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Minneapolis, MN – Human Life Alliance (HLA), publishers of comprehensive pro-life materials, has announced the appointment of Joe Langfeld as Executive Director.

Mr. Langfeld's selection comes after a six-month search conducted by HLA's Board of Directors. He will replace recently retired Executive Director Jo Tolck who held the position for 15 years.

"Joe's experience as a 14 year staff member and long-term commitment to our educational vision is exactly what we need," remarked Board President Melanie Freimuth. "He has a proven track record of leadership and passion for our mission."

Langfeld was first hired by Human Life Alliance as Director of Marketing and Development in 2003, then promoted to Deputy Director in 2007. He arrived at HLA after eight years as Vice President of Balk National Sales, a Minneapolis apparel sales firm. He served as Board President of The Way of The Shepherd Montessori Education Center & Atrium, Director of Development for Saint Paul's Outreach, and staff for a Member of Congress in the early 1990s.

"I learned early on in my career, that personal values matter," commented Langfeld. "As a congressional staffer, I was challenged on my beliefs. When the member I worked for flip-flopped on abortion, I had to decide what I really believed. I knew I must resign my position and stand up for those most vulnerable among us—the preborn child."

In addition to Langfeld's professional credentials, he is active in his local parish, serves as a development committee member for the National Service Committee, is an advisory board member for the newly formed Protocol 46 internet security company and advised the founders of Saint Paul Street Evangelization. Joe is married to his wife Caroline of 25 years and has two active young adult children (Daniel, 22 and Monica, 20).

About Human Life Alliance

Human Life Alliance has served the pro-life community around the world for 40 years by pioneering educational initiatives, working with policy makers, assisting unwed mothers, reaching teens, and saving the lives of young women and their babies. HLA presents the truth about abortion and supports life-affirming alternatives to infanticide, euthanasia, assisted suicide and the so-called "safer-sex" myths. Since beginning printed educational campaigns in 1990, HLA has reached 213.9 million people in all 50 States, 86 different countries, and all 7 continents.

For more information, contact Human Life Alliance at (651) 484-1040 or e-mail feedback@humanlife.org.

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