

Contact: Melissa Chefec, MCPR Public Relations, 203-968-6625

For Immediate Release

VETERAN NON-PROFIT EXECUTIVE JOINS TIME FOR LYME
David Martin Named Executive Director at Greenwich based Time for Lyme

Greenwich, CT, May 2010 – Time for Lyme, Inc. (TFL), a research, education and advocacy group, has named David M. Martin, of Yorktown Heights, NY, a senior nonprofit executive, as its new Executive Director. The announcement was made today by Co-Presidents Diane Blanchard and Debbie Siciliano.

“We are delighted with the opportunity to work with Mr. Martin to build the organization and realize Time for Lyme’s main goals to educate the public about Lyme disease and to foster research to reduce the incidence and impact of the disease,” their joint statement says.

Mr. Martin comes to Time for Lyme as an executive with an extensive nonprofit career, with experience in launching, managing and growing nonprofits. Previously he spent more than 20 years with various branches of the American Lung Association including positions of Regional Vice President of the American Lung Association of New York State and Executive Director/CEO of the American Lung Association of Hudson Valley. More recently Mr. Martin was the president of Davlin Resources LLC, a technology consulting firm. Mr. Martin is a graduate of Temple University and numerous professional training opportunities. Mr. Martin’s responsibilities will include working with TFL’s team of volunteers and staff to foster revenue enhancement to provide support for critical research into the diagnosis and treatment of Lyme disease, and to develop policies and procedures to enhance the mission of Time For Lyme.

Lyme disease is the most common tick-borne disease in the United States. According to the latest government figures, there are roughly 29,000 confirmed Lyme disease cases in 2008, and experts agree that there are many, many more that go unreported or undiagnosed. In fact, some estimate that there are ten times as many cases of Lyme each year.

“With an outstanding track record and an ambitious plan for future growth, Time for Lyme is poised for great things,” Mr. Martin says. “I look forward to spearheading the development of a strategy and necessary infrastructure that will greatly advance the organization’s accomplishments.”

Since 1998, TFL has raised more than \$4 million, developed a school curriculum, lobbied for federal funding for Lyme disease research, education and prevention and acted as an information clearinghouse. It also partnered to establish the country’s first endowed research center dedicated to finding a gold standard test and cure for tick-borne diseases, the Columbia University Lyme and Tick-Borne Diseases Center, which opened in April 2007.

About Time for Lyme

Time for Lyme is an organization dedicated to eliminating Lyme disease and other tick-borne illness. Its mission is to prevent the spread of disease, develop definitive diagnostic tools and effective treatments, and to ultimately find a cure for tick-borne illness by supporting research, education, and the acquisition and dissemination of information. In addition, TFL continues to act as an advocate for Lyme disease sufferers and their families through support of legislative reform on the federal, state and local levels. www.timeforlyme.org.