



WIN-WIN ENTERTAINMENT ANNOUNCES NEW BOARD MEMBERS FOR 2022

LAS VEGAS (Feb. 3, 2022) - Win-Win Entertainment is kicking off 2022 and its tenth anniversary year by announcing five new board members from across the country, including Las Vegas, where the nonprofit is based, as well as Minneapolis and Nashville, where other partner hospitals are located.

Alex Mieure currently serves as Vice President of Entertainment Business Development for Caesars Entertainment in Las Vegas. As an experienced entertainment executive at Caesars, Mieure looks forward to giving back by assisting Win-Win Entertainment with his relationships, financial guidance, personal time and compassion. Previously, Mieure has held positions at Egon Zehnder International as well as Pargin and Dillon Wealth Management, and attended the Indiana University Kelley School of Business.

Dr. Christina Madison, PharmD, FCCP, AAHIVP is the Founder and CEO of The Public Health Pharmacist®, PLLC a public health consulting firm. She is a clinical pharmacist specializing in public health with a focus on infectious communicable diseases. Dr. Madison has been featured in over 200+ on-air TV appearances since January 2020 related to the pandemic and public health. She has an intimate knowledge of the impact public health messaging, policy and legislation can have on communities. A trusted and valued health care professional with 15 years of experience in public health and 18 years of experience as a pharmacy professional, she has received multiple awards and recognitions. She is past director of Roseman University of Health Sciences COVID-19 Vaccine Operations, Logistics, Distribution and Administration, as well as the point of contact for the State of Nevada for COVID vaccines.

Lauren Molasky Fierst is the President & Creative Director of Railroad Arts District. A mother of two children, designer, fashion blogger and cystic fibrosis warrior, Molasky Fierst recently received a double-lung transplant after more than 120 days in the hospital. Also an author, she recently published a collection of poems and illustrations, "The Sky Cracked Open." As a champion for cystic fibrosis, the Win-Win Entertainment mission is near and dear to her heart. As someone who has spent a lot of time in hospitals, both as a child and as an adult, she has experienced first-hand the power of bringing smiles to children in hospitals. She is a Las Vegas native, where she currently resides with her husband, children, and beloved dog Charlie.

Based in Minneapolis, **Tim Gabrielson** has been a speaker, author and entertainer for more than 30 years. Gabrielson blends comedy and breathtaking magic with principles for creating a more meaningful and enthusiastic life. He uses inspirational principles as he presents to corporations and educational groups, equipping them to live with more joy and intentionality, and entertaining hundreds of thousands along the way. He has made more than 50 visits, either

in-person or virtually, for Win-Win Entertainment and helped pioneer the opening of other Win-Win programs across the country when he single-handedly launched the first program outside of Las Vegas at Children's Minnesota in January of 2017.

Mamie Shepherd has worked for the Ryan Seacrest Foundation for more than 11 years and, for the past six years, has served as Program Manager for Seacrest Studios at Monroe Carell Jr. Children's Hospital at Vanderbilt in Nashville, a Win-Win Entertainment partner hospital since May of 2020. Having worked in three different children's hospitals across the South, Shepherd brings a wealth of experience to her role as manager by producing and formatting programs for Seacrest Studios' multimedia broadcast center which provides exciting and stimulating entertainment for sick and injured children during their hospital stay. Mamie has been an invaluable ambassador for Win-Win Entertainment, helping them to grow their presence nationally and introducing the organization to several other children's hospitals in the Seacrest Studios network across the country.

Win-Win Entertainment is a national nonprofit based in Las Vegas that brings smiles to kids in hospitals by arranging in-person and virtual visits from entertainers, athletes and celebrities. Since the onset of COVID restrictions, all performances have been virtual which has allowed more entertainers to reach more children in 17 hospitals across the United States. Win-Win Entertainment is 100% volunteer-based. The organization has no paid staff, and all performers donate their time and talent.

About Win-Win Entertainment:

Win-Win Entertainment is a 501c3 national nonprofit based in Las Vegas that brings smiles to children who really need them by arranging visits from entertainers, athletes and celebrities. Founded by Las Vegas Headliner Jeff Civillico in 2011, Win-Win Entertainment is 100% volunteer-based. The organization has no paid staff, and all performers donate their time for all events. For more information, please visit winwinentertainment.org.

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