



For Immediate Release

Media Contact:

Gloriana Guillen

Director of Communications

Tel: +1 212-952-0181 x114

gguillen@promujer.org

Pro Mujer Names Tanya Mújica Keenan as Chief Development and Communications Officer

With Plans for Aggressive Expansion, Pro Mujer Strengthens Senior Leadership

New York, NY, April 23, 2010 – Pro Mujer, a leading women’s development and microfinance organization, has hired its first Chief Development and Communications Officer, Tanya Mújica Keenan.

Before joining Pro Mujer, Ms. Mújica Keenan was the Director of Development, Individual Giving, at New York University where she doubled the department’s fundraising totals in less than one year. Previously, she served as Director of Development for the NYU Gallatin School of Individual Study where she managed a large portfolio of leadership, major gift and annual fund donors, and effectively carried out the school’s most successful fundraising campaign.

“Tanya joins us at a pivotal time for Pro Mujer as we celebrate our 20th anniversary and prepare to extend our reach to 350,000 women by 2012,” said Pro Mujer CEO Rosario Pérez. “Tanya has been instrumental in helping other institutions achieve remarkable growth, and I know we will benefit tremendously from her demonstrated expertise as we expand throughout Latin America.”

“I am thrilled to work for an organization that is having such an extraordinary impact on the lives of impoverished women and children across Latin America,” said Ms. Mújica Keenan. “Pro Mujer’s innovative approach has been widely recognized and I look forward to helping it reach an even broader audience and grow its base of support.”

Prior to her positions at New York University, Ms. Mújica Keenan worked at Columbia University, The Carter Center, and the Georgia Hispanic Chamber of Commerce.

Born in Mexico City, Ms. Mújica Keenan earned a B.A. in Latin American Studies from the University of New Mexico and an M.P.A. in Nonprofit Management at New York University.

About Pro Mujer

Pro Mujer is a 20 year-old women's development and microfinance organization that provides poor women in Latin America with an integrated package of financial services, healthcare, and training to lift themselves and their families out of poverty. Pro Mujer delivers these services through communal banks, or peer groups, of 20-30 women who support each other and guarantee each other's loans. With small loans, healthcare, and training, along with group support, women are empowered to become agents of change in their families and communities.

Established in 1990, Pro Mujer has a presence in Argentina, Bolivia, Mexico, Nicaragua and Peru. In the last 20 years, Pro Mujer has disbursed more than US\$742 million in small loans, and provided healthcare and training to more than 1 million women and their 5 million children and family members. Pro Mujer is a 501(c)(3) tax-exempt organization.

More information is available on the website, www.promujer.org