

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

For Immediate Release

SEASONED NON-PROFIT EXECUTIVE TAKES LEAD ROLE AT TIME FOR LYME
Brien V. O'Neill Named to New Post at Greenwich based Time for Lyme

Greenwich, CT, February 2009 – Time for Lyme, Inc. (TFL), a research, education and advocacy group has named Brien V. O'Neill to the new post of Executive Director, charged with building the organization to extend its message of educating the public about Lyme disease and fostering research to reduce the incidence and impact of the disease.

Mr. O'Neill, a senior nonprofit executive with extensive background in launching, managing and growing nonprofits, will support Time for Lyme in its work to staff its advisory board and to bring to life its strategic plan with a new focus on operating the organization as a "charitable business."

"A results-oriented team builder and leader with a strong commitment to social enterprise, Brien O'Neill has an impressive background working with nonprofits to reach their goals, expand their activities and improve their focus on their key audiences," says Debbie Siciliano, co-chair of Time for Lyme. "We started Time for Lyme ten years ago as a group of moms trying to help our kids who were sick with Lyme disease and found success in our approach by working with schools, government, medical researchers and individuals. The addition of Brien as our first Executive Director will help us to take Time for Lyme to the next level."

"The rates of Lyme disease — and the serious, often debilitating symptoms it can cause — have been rising steadily across the U.S. and throughout the world," Ms. Siciliano says. "With about 20,000 new cases reported each year to the Centers for Disease Control and Prevention, Lyme Disease is the most common vector-borne infection in the United States. Never has it been more important to educate people about the dangers and symptoms of Lyme disease and tick-borne illness."

Mr. O'Neill's responsibilities will include working with TFL's team of volunteers and staff to establish advisory boards, develop policies and procedures, set up and manage office space and hire staff. Prior to joining TFL, Mr. O'Neill was a founder and Board member for five years of the Harvard Business School Club of Connecticut Community Partners, an organization that promotes excellence in nonprofit management. He served as Vice President and Board Co-Chair for the past two years. While there, he co-directed the organization's major functions including priority setting and strategic planning, and led projects for organizations including Hole in the Wall Gang Camps, China Care, Catholic Charities, Avon Theatre and more.

Previously he was Vice President and Product Manager at eNR Services, where he launched a comprehensive, forward-looking online events calendar and online planning tool. For twelve years he headed his own management consulting business with clients including Liberation Programs and Scholastic. Mr. O'Neill has also held senior management positions in the publishing industry. He is a cum laude graduate of Princeton University and received his MBA from Harvard Business School.

"With an outstanding track record and an ambitious plan for future growth, Time for Lyme is poised for great things," Mr. O'Neill 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.

Lyme disease is one of the fastest-growing chronic diseases in the U.S., with more than 23,000 diagnoses in 2005 – up from just over 8,000 in 1993. The Centers for Disease Control & Prevention (CDC) estimates that diagnoses make up just 10% of actual cases, suggesting that more than 230,000 Americans may be infected.

About Time for Lyme

Time for Lyme is an organization dedicated to eliminating the devastating effects of Lyme disease and other tick-borne illness. Our 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, we will continue to act as advocates for Lyme disease sufferers and their families through support of legislative reform on the federal, state and local levels. For more information on our organization, please visit www.timeforlyme.org.

April 18, 2009, Time for Lyme will present its bi-annual Gala event – The Dream – Creating a Lyme Free World at the Hyatt Regency in Greenwich, CT. Proceeds from the Gala will go towards combating the devastating effects of Lyme and other tick borne illnesses. During the course of the evening we will share Time for Lyme's work in education and advocacy as well as never previously revealed ground-breaking new research. Please call (203) 969-1333 for more information and tickets.