Minneapolis, MN – March 10, 2010 – Today the Preeclampsia Foundation announced its upcoming sixth annual nationwide walks with the unveiling of a new name, logo and a dedicated website. Renamed "The Promise Walk for Preeclampsia" with the tagline "Making Strides, Delivering Hope," the new name makes a clear connection with the mission of the Preeclampsia Foundation – a commitment to better outcomes for those whose lives have been or will be touched by preeclampsia and other hypertensive disorders of pregnancy. That "promise" includes bringing hope, finding a cure, supporting families, and ensuring education and awareness for all pregnant women. Most Promise Walks are held the weekend of Mother's Day, but this year, the first walk will be held April 24, with other walks scheduled throughout the spring and summer.

The debut of the "Promise Walk" title and tagline corresponds with the launch of the Preeclampsia Foundation's new walk web site, www.promisewalk.org . This site will allow Promise Walk organizers and participants to recruit walkers, share information, advertise their walks, and collect online donations. The site also includes an interactive map of walk locations and information about how interested volunteers can make a difference for the mission of the Preeclampsia Foundation.

"We were quite deliberate in creating the name and tagline," explained Preeclampsia Foundation executive director Eleni Tsigas. "A 'promise' is hopeful, but it is also deliberate and purposeful. We aren't just strolling toward our goals to improve outcomes for mothers and babies, we are striding. Can't you just feel the intent in our mission?! We want everybody who gets involved to know that they are making a real difference in advancing research and spreading life-saving information."

The Preeclampsia Foundation began holding awareness walks in 2005, many of them in conjunction with the celebration of Mother's Day. Besides being excellent tools for raising public awareness about preeclampsia and other hypertensive disorders of pregnancy, the Promise Walks encourage participants to get active and to make a difference in the lives of others while sharing their personal experiences.

This year, the Preeclampsia Foundation looks forward to at least 15 public and four smaller "Friends and Family" Promise Walks in 13 states across the US, including California, Georgia, Minnesota and New Hampshire, among others. Each year the number of participants has grown, making members of the Preeclampsia Foundation very optimistic about the future.

"We are delighted with the enthusiasm our volunteers have demonstrated for the launch of 'The Promise Walk for Preeclampsia' this year," said National Walk Director Becky Sloan. "The Promise Walks are enabling us to engage more people in our mission and to educate them about preeclampsia. Awareness and knowledge in the public arena and the medical profession

will result in more healthy mothers and healthy babies. We take great pride in our staff and our volunteers for this bold undertaking."

The Preeclampsia Foundation encourages those who do not live near one of the public walks to make a donation through the Promise Walk website or organize a private "Friends and Family" walk to help meet fundraising goals. For more information about a Promise Walk for Preeclampsia being held near you, visit www.promisewalk.org .

Beckman Coulter, Inc. is a national sponsor of the 2010 Promise Walk for Preeclampsia.