



For Immediate Release

NYC's Animal Medical Center Appoints Michelle Leifer Director of the Usdan Institute for Animal Health Education

Award-winning Media Professional Will Lead AMC's Public Information Arm

(New York, N.Y. - January 22, 2020) The Animal Medical Center (AMC) today announced the appointment of Michelle Leifer as Director of the Usdan Institute for Animal Health Education. The Institute is the go-to resource for reliable pet health information directly from AMC's 100+ veterinarians.

Ms. Leifer is an animal-loving, award-winning journalist with extensive experience in the health industry. Prior to joining AMC, Ms. Leifer served as Editorial and Creative Director for the 5 Under 40 Foundation, a non-profit organization that provides medical, beauty, wellness, and educational services to women diagnosed with breast cancer under age 40. Ms. Leifer developed and implemented monthly educational programs to help young women navigate the challenges that come with the diagnosis, managed social media, raised donations, and created compelling content for each platform. Previously, Ms. Leifer was a senior field and story producer for Animal Planet, managing all aspects of production, storyline, location, and scripting. Her multimedia experience includes producing Michelle Obama's "Let's Move" webcast from the White House and covering the attacks of 9/11 for the New York Daily News. Ms. Leifer earned her master's degree from Northwestern University's Medill School of Journalism and her bachelor's degree from Georgetown University.

"I am thrilled to welcome Michelle Leifer to the AMC family," said Kathryn Coyne, Chief Executive Officer at AMC. "As a strong media professional, with solid experience in both the animal world and non-profit arena, Michelle is uniquely qualified to strengthen and enhance the Usdan Institute's broad information platform, which includes monthly events, educational videos, informational emails, and outreach to students and community groups."

"I'm a firm believer in the importance of animal health education, and excited to join AMC to help broaden the reach of the Usdan Institute for Animal Health Education," said Ms. Leifer.

Ms. Leifer is the proud owner of three rescue animals, two of whom have benefited from AMC's expertise. When her 9-year-old Pit mix, Marley, broke a critical lower canine tooth, AMC's dentistry team performed a root canal that saved it from extraction; and her cat Justin recently celebrated his 19th birthday thanks to excellent treatment by AMC's Cancer Institute staff.

About the Animal Medical Center

The Animal Medical Center (AMC) is the world's largest non-profit animal hospital with 100+ veterinarians providing the highest quality medical care across 20 specialties and services, 24 hours a day, 7 days a week. Our mission to provide the best in care, research, and education has been the foundation of our work for over a century. As we mark our 110th anniversary, we're launching the *Gift of Love* campaign to ensure we're here for our pets for the next century, and beyond. Learn more at www.amcnyc.org/giftoflove.

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