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FOR IMMEDIATE RELEASE

ERIN COLLER JOINS THE ASSOCIATION FOR CREATINE DEFICIENCIES AS DIRECTOR OF COMMUNICATIONS

Carlsbad, CA (January 12, 2021)— The Association for Creatine Deficiencies (ACD) is pleased to welcome Erin Coller as its newest member of the Board of Directors. Coller formerly served as an ACD Ambassador and will be taking on the role of Director of Communications supporting ACD by increasing awareness of the organization’s mission and initiatives through media outreach and targeted efforts to reach key audiences with ACD news and insights. In the role of Ambassador, Coller worked on a variety of communication projects, helped launch the Creatine Decoded blog series, attended legislative and key influencer meetings, participated in speaking engagements to offer a parent’s perspective to researchers, and secured media coverage about recent ACD announcements.

“I am honored to join the ACD Board of Directors and look forward to helping spread the word about the important work being done by the organization,” said Coller. “I am passionate about advocacy and research efforts on behalf of CCDS, and I feel hopeful for the future of everyone affected by CCDS because of the work ACD and its research partners are doing to find viable treatments and cures.”

Coller has nearly 20 years of experience in public relations and corporate communications with expertise in areas including media relations, corporate communications, social media and crisis communication. She has held in-house and public relations agency management roles in industries including energy and utilities, real estate, non-profits, banking, technology and entertainment. A cum laude graduate of the University of Southern California’s Annenberg School for Communication, Coller earned a bachelor of arts degree with a double major in public relations and communication. She lives in San Diego, with her husband Dan, and their five-year-old son, Cadman, who was diagnosed with Creatine Transporter Deficiency in 2017, and three-year-old daughter, Emma.

“We are excited to welcome Erin to the ACD board. Her background and passion for CCDS advocacy will be an enormous asset to furthering our mission. We are grateful for her excitement to serve in this role,” said Heidi Wallis, ACD President.

About ACD: The Association for Creatine Deficiencies’ mission is to eliminate the challenges of CCDS. ACD is committed to providing patient, family, and public education to advocate for early intervention through newborn screening, and to promote and fund medical research for treatments and cures for Cerebral Creatine Deficiency Syndromes. Because CCDS mimic symptoms of other medical conditions, patients are often first diagnosed with autism, cerebral palsy, epilepsy, and other disorders. Proper diagnosis and early intervention are critical to establishing screening and treatments needed to improve life quality and longevity for the CCDS patient. For more information regarding ACD, please visit <http://www.creatineinfo.org>.