

Tracey Allen
(760) 485-8963
inesallen@internationalmedicalalliance.org

NEWS RELEASE

INTERNATIONAL MEDICAL ALLIANCE CHANGES ITS NAME TO IMAHELPS

The Rancho Mirage, Calif.-based group, which organizes medical humanitarian missions to Central and South America, is changing its name to avoid conflicts with two other groups with similar names

RANCHO MIRAGE, Calif., March 17, 2011 – Ines Allen has been organizing annual medical humanitarian missions to Central and South America for the past 11 years through her non-profit corporation, International Medical Alliance.

But last year, after working as a volunteer with earthquake recovery efforts in Haiti, Allen learned of another group in Tennessee that uses the same name, while another group uses the name International Medical Corps.

So, in an effort to differentiate itself and avoid conflicts other groups, Allen is taking steps to change her organization's name to IMAHelps.

"We think it's the right thing to do," Allen said. "We want to continue doing the humanitarian we've been doing. But we also want to make sure people don't confuse our organization with our groups that do similar work and vice-versa."

Allen said the organization has already obtained website domains for IMAHelps.com and IMAHelps.org as well as its Spanish language equivalent, IMAAyuda, and that the organization's volunteers will create new website content using the IMAHelps and IMAAyuda names in the coming months.

Since Allen founded International Medical Alliance in 2000, the group has recruited more than 100 doctors, dentists, surgeons and volunteers who have collectively provided free medical and dental care to more than 60,000 indigent patients in Central and South America.

The volunteers have paid for their own travel, while local hospitals, such as Desert Regional Medical Center in Palm Springs and Eisenhower Medical Center in Rancho Mirage, have donated supplies and provided other assistance.

IMAHelps' next mission is scheduled to take place in Esteli, Nicaragua, Aug. 4th to 14th. For more information, please contact Tracey Allen at (760) 485-8963 or visit www.imahelps.com.

