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NEWS RELEASE

RANCHO MIRAGE HUMANITARIAN GROUP LAUNCHES NEW WEBSITE WITH THE HOPE OF INSPIRING COACHELLA VALLEY RESIDENTS TO HELP THOSE IN NEED

RANCHO MIRAGE, Calif., Dec. 22, 2011 – Ines Allen and her volunteers at IMAHelps have provided life-changing surgeries and literally millions of dollars worth of free medical care to more than 70,000 indigent patients in Central and South America in recent years.

But while the group occasionally generates press coverage, it hasn't done a very good job of telling its story online. Until now.

With the help of a major discount from Justin Post, an award winning website designer from La Quinta-based Alt9 Design LLC, IMAHelps now has a new website at www.IMAHelps.org.

"It's a Christmas miracle for us," said Ines Allen, IMAHelps founder and president.

IMAHelps.org includes statistics on the group's recent medical missions as well as before and after photos of men, women and children whose lives have been changed as a result of the surgeries and other medical services that IMAHelps volunteers have provided.

"Our volunteers do this tremendous humanitarian work," Allen said, "but we can't do these missions without donations to cover the cost of shipping medicines and medical supplies to the Third World locations where we do our work. And we can't do a very good job of asking for donations if we don't have a good website to tell our story. So we're hoping that with our new website, generous people in the Coachella Valley and across the nation will be able to see what we do, and help us financially as we bring life-changing surgeries and hope to people who have no hope."

Allen herself was born and raised in poverty in Ecuador. While she was living in Quito, her older brother, Raul, died when he was 16 because of a suspected heart problem that the family could not afford to diagnose and treat. After relocating to the United States, Allen vowed to recruit volunteers and provide medical care to the poorest people she can find because she knows what it's like to walk in their footsteps.

Since she founded IMAHelps 11 years ago, Allen has developed a network of more than 100 general internal medicine doctors, pediatricians, OBGYNs, surgeons, dentists and support personnel from across the United States, about 20 of whom reside in the Coachella Valley.

Alt9 Design owner Justin Post, whose clients include Brandini Toffee and the Indian Wells Arts Festival, said he was inspired to help Allen improve her website presence after hearing about the organization and the work it does from other IMAHelps volunteers.

“It’s rare you can use your skills to do something that literally changes people’s lives, and this website is something that can help with this effort,” said Post, a 4-time Addy Award winner whose work has appeared in *AdWeek*, *Interactive Week* and *3D* trade magazines.

IMAHelps’ next medical mission will take place in Jinotega, Nicaragua from July 26th to Aug. 5th. The group is also working with the Peruvian Consulate in Los Angeles to plan a medical humanitarian mission to Cuzco during the summer of 2013.

Formerly known as International Medical Alliance, the group changed its name to IMAHelps earlier this year so as not to be confused with other humanitarian groups with similar names. For more information on IMAHelps, visit its new website at www.IMAHelps.org. Information on Alt9 Design is available at www.alt9design.com.