



Christel House®
Transforming Lives

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FOR IMMEDIATE RELEASE

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Christel House International Elects ICE Co-founder, Marcia Rowley, to Board

New board members will help in the cause to break the cycle of poverty

INDIANAPOLIS, Ind. – In its efforts to help children and families in communities around the world escape poverty, Christel House International (CHI) has elected four new board members. Marcia Rowley, Co-founder and Executive Vice President of International Cruise & Excursions (ICE), Inc., located in Scottsdale, Ariz., was one of four elected to join the CHI board.

“Christel House has indeed been fortunate to find individuals whose passion for helping impoverished children is complemented by strong business acumen and a global point of view,” said CHI Founder, Christel DeHaan. “Our new board members join a group of highly committed and energized directors who are intent on expanding the scope and impact of our organization.”

Rowley co-founded ICE, Inc. in 1997. As Executive Vice President and Chief Marketing Officer, Rowley is noted for successfully negotiating a key partnership with Carnival Cruise Lines, the largest cruise line in the world. That partnership helped propel ICE into a global organization and one of the largest cruise booking agents in the world today. Rowley plays an integral role in ICE’s worldwide operations. She oversees all B2B and B2C marketing initiatives including brand management, customer engagement and retention. She also plays a key role in product design, business development and client relations. Rowley also takes an active role in directing the company’s philanthropic initiatives, including its robust support of Christel House.

Her success was recognized in 2010, when ICE was acclaimed by the *Phoenix Business Journal* as its number one woman-owned business. ICE was recently acknowledged by *Inc. Magazine* with their Hire Power Award for job creation and as one of the fastest growing privately owned companies. ICE has received numerous Arizona Corporate Excellence Awards and *AZ Business Magazine* recognized ICE as one of Arizona’s Most Admired Companies. Arizona State University W.P. Carey School of Business has awarded ICE with their coveted Spirit of Enterprise Award for Innovation. Rowley was recently selected by *AZ Business Magazine* as one of Arizona’s 50 Most Influential Women.

About Christel House International

Christel House International (CHI) is transforming how kids, their families and future generations permanently escape poverty. Much more than a school, CHI was established in 1998 by founder Christel DeHaan and currently serves over 3,800 impoverished children around the world. By providing high quality education, nutritious meals, regular health care, character and life skills development, and career counseling, CHI helps students grow into confident, hardworking and ethical young adults who give back to their families and communities. CHI operates five learning centers in India, Mexico, South Africa and the U.S.A., as well as a career development program in Venezuela. For more information, please visit www.christelhouse.org.

Editor's Note: Please include attached photo of newly elected Christel House International board member, Marcia Rowley.



Marcia Rowley