



Press Release

For Immediate Release

eLocal Listing Sales Manager Donates Kidney

Temecula, CA (PRWeb) September 6, 2008 -- eLocal Listing, one of the nation's fastest growing local internet marketing companies offering affordable online advertising solutions for small to mid-sized businesses, announces that Sales Manager Herb Lamadrid is back at work after generously donating a kidney to his neighbor.

On August 14, 2008, Chuck Donnelly received the kidney from his neighbor and church friend Herb Lamadrid of Winchester, CA at Cedars-Sinai Hospital. Mr. Donnelly learned ten years ago that he had polycystic kidney disease, a genetic disorder that affects one in five hundred people. After hearing about his declining health, Herb and his wife, Susan, both volunteered to test to see whether they were potential kidney donors. Both came up as matches and Herb stepped forward. "It really wasn't a second thought for me," said Lamadrid. "If I needed a kidney, I'd want someone to help me."

Todd Johnson, VP of Sales and Co-Founder of eLocal Listing adds, "Herb has been a part of the eLocal Listing family for years. His selflessness and dedication to the company and to helping others is evident. It was no surprise when Herb came to me and explained that he would need to take time off from work because he was going to be a donor for a friend in need. Herb's altruism is typical at eLocal Listing, we pride ourselves on being more than a place for people to come to work. Within our work environment there is a true spirit of oneness and Herb's decision to become a donor is just another example of the nature of the staff and management here at eLocal Listing."

Tim Judd, Preident and CEO of eLocal Listing explains, "When we learned about Herb's kindness, we knew we had to support him. Senior Management collectively felt that this act of generosity should be followed and decided to pay Herb in full for all the time he needed for the transplant and to recuperate. Employees also contributed by including the Lamadrid and Donnelly families in their prayers and by collecting donations to support Herb's family during this stressful time."

About eLocal Listing

eLocal Listing is a wholly owned subsidiary of Search Initiatives, LLC and is located in Temecula, CA. eLocal Listing specializes in managing internet marketing campaigns for small and medium sized businesses. The company has over 150 employees and currently thousands of customers who take advantage of eLocal's expertise in Search Optimization and internet search.

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