



**MEDIA RELEASE**

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CONTACT: Delle Willett, Dir. of Marketing  
619.255.0244 [dwillett@sdnhm.org](mailto:dwillett@sdnhm.org)

**SAN DIEGO NATURAL HISTORY MUSEUM ANNOUNCES  
NEW VICE PRESIDENT OF INSTITUTIONAL ADVANCEMENT**

San Diego, CA—January 25, 2005: The San Diego Natural History Museum announces the appointment of Janet Redding to fill the new position of Vice President of Institutional Advancement. Redding will be responsible for all fund raising for the Museum as well as all marketing and public relations.

Redding comes to the Museum from San Jose State University (SJSU) where she was most recently Assistant to the President for Governmental and External Relations. During her 19-year tenure at SJSU, Janet was also Vice President for University Advancement, Assistant to the President for Alumni Affairs, and Executive Director to the Alumni Association.

During her tenure as VP for University Advancement (1991– 2002), SJSU raised up to \$17 million per year, putting the University in the top quartile of the California State University campuses for all but one year. They also added \$25 million to their endowment with an additional \$30 million in expectancies.

Janet holds a degree from Scripps College, and has done graduate-level studies in a number of business areas. Her professional affiliations include: Association of Fundraising Professionals, American Association of University Administrators, Council for the Advancement and Support of Education, Association for Research on Nonprofit Organizations and Voluntary Action.

Redding has taken up residence in North Park. When not at work, she enjoys golf, reading, public policy, and dressage.

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