

## Word on the Street: American Red Cross Central Valley names Barry Falke director

By Bethany  
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Barry Falke

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Barry Falke is the new executive director of the American Red Cross Central Valley.

Falke was the director of corporate giving and mission-driven business at the United Cerebral Palsy of Central California since October 2012. He is also the former executive director of Rotary Storyland and Playland in Fresno's Roeding Park.

Falke is a member of Fresno Rotary Club and serves on the board of several organizations, including the Whitney

Foundation and the Leadership Fresno Alumni Association. He was appointed in 2015 to the City of Fresno Housing and Community Development Commission. He has a bachelor's degree from Fresno State and a master's degree from Fresno Pacific University.

Said American Red Cross board vice chairwoman Katie Miller: "We're so fortunate to have a leader of Barry's caliber join our team, with such an infectious passion for his local community."

Falke will be based at the Fresno headquarters and serve six counties from Mariposa to Kings.

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