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Re: The ABC Fredi Kronenberg Excellence in Research and Education in Botanicals in Women's Health Award for 2023

Hello Leanna:

Per our conversation yesterday afternoon, I am writing to you to inform you that you have been selected to receive the ABC Fredi Kronenberg Excellence in Research and Education in Botanicals in Women's Health Award for 2023.

The Kronenberg awards committee members were very supportive to the idea that you are most deserving of recognition for your years of research in the field of women's health and the role that botanical medicine can play in enhancing health for women.

As you know, this award is named for the late Fredi Kronenberg, PhD, a pioneer in researching the potential and actual roles that botanical medicines can serve women. Fredi was truly passionate about investigating the roles that herbs and phytomedicines play in helping women maintain their health. The ABC Board of Trustees decided after Fredi's passing in 2017 to initiate an award in her name which would be given annually to recognize individuals who substantially contributed to the knowledge, education, or promotion of botanical ingredients for the betterment of conditions related to the health of women.

This award is given to you in recognition for your decades-long commitment to researching the impact of plant constituents and herbal extracts on integrative oncology and neurology, as well as conditions such as menopausal symptoms and osteoporosis. We also honor your many decades dedicated to educating naturopathic students about the various clinically-documented health benefits of herb and medicinal plant preparations.

As I mentioned the ABC Fredi Kronenberg Excellence in Research and Education in Botanicals in Women's Health Award will be announced at the 18th Annual ABC Botanical Celebration and Awards Ceremony at Natural Products Expo West in Anaheim, California. The celebration will be held on March 8, 2022, from 6-8:30 pm PST at the Anaheim Hilton.

While we would be deeply honored to have you present at the Celebration, we realize that you may not be able to be in attendance for this event, due to our relatively late notice (we sincerely apologize for this late notice) and the travel requirement. In this case, we respectfully request that you please simply send us a 2-minute digital video acceptance speech on an appropriate digital format, preferably no later than February 24. (We will send you some guidelines for such a video. Alternatively, we are happy schedule a brief Zoom session with you which we can record for use during the ABC Celebration. ABC's video contract producer Frank Lampe will contact you to discuss this further.)

Additionally, we respectfully request a brief quote from you for the press release that ABC intends to issue about your receiving our Kronenberg Award. (We are not yet certain as to when we will issue the release, but it will probably be sometime in March.) We also request a digital headshot for our use in the articles we will publish in ABC's *HerbalGram* and HerbalEGram.

Your prompt response to this request is appreciated in advance. And, we respectfully request that you keep this confidential until ABC issues its release.

Leanna, our heartiest congratulations to you for receiving this award. You are most deserving, and we are grateful for your many contributions in support of the inclusion of herbs as part of women's health regimen, and we are honored to recognize your impressive healing gifts and career.

We wish you robust health for many years, naturally!

Cordially,



Mark Blumenthal
Founder & Executive Director
Editor-in-Chief, *HerbalGram* & HerbClip
Founder, ABC-AHP-NCNPR Botanical Adulterants Prevention Program



Stefan Gafner, PhD
Chief Science Officer, ABC
Director, ABC-AHP-NCNPR Botanical Adulterants Prevention Program