

FOR IMMEDIATE RELEASE

PQMD Honors Brenda Colatrella with 25th Anniversary Founder’s Legacy Award

New York, NY | May 7, 2026 - The Partnership for Quality Medical Donations (PQMD) proudly honored Brenda Colatrella with the **25th Anniversary Founder’s Legacy Award** at the 2026 Global Health Policy Forum in New York City.

This special one-time award was established to mark PQMD’s 25th anniversary and to recognize the extraordinary leadership that helped bring the organization into existence and shape its enduring impact.

“As we celebrate PQMD’s 25th anniversary, it is important to remember that institutions do not simply appear - they are built by individuals with vision, determination, and courage,” said Elizabeth Ashbourne, Executive Director of PQMD. “Few people embody that spirit more than Brenda Colatrella.”

As one of PQMD’s founding leaders and its first Chair, Colatrella played a pivotal role in defining the organization’s purpose, guiding its early strategy, and establishing the collaborative, cross-sector approach that remains central to PQMD’s work today.

Under her leadership at the turn of the millennium, PQMD helped drive critical early progress in responsible medical donation practices. These efforts included influencing the adoption of updated World Health Organization (WHO) guidelines and advancing foundational research that helped the global health community better understand pharmaceutical donation patterns.

“These early contributions laid the groundwork for the standards and collaborative model that continue to define PQMD,” added Ashbourne. “Brenda’s leadership helped transform a shared idea into a lasting institution.”

Over the past 25 years, PQMD has grown into a global alliance of nonprofit organizations and healthcare companies working together to strengthen the quality, impact, and sustainability of medical donations and health system support worldwide.

“It is deeply meaningful to see how PQMD has grown over the past 25 years. What began as a shared commitment to improving medical donation practices has evolved into a strong, collaborative community dedicated to advancing global health. I am honored to have been part of its early journey and inspired by the continued leadership and partnership that drive its impact today,” said Colatrella.

The Founder’s Legacy Award stands apart from PQMD’s newly established annual honors program and will be presented only once, as part of the organization’s 25th anniversary celebration.

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About PQMD

The Partnership for Quality Medical Donations (PQMD) is a global alliance of corporations and nonprofits working together to strengthen health systems and improve access to quality healthcare for underserved populations worldwide. Through

collaboration, standards-setting, and shared learning, PQMD advances responsible medical donations and cross-sector partnerships that deliver sustainable impact.

About the Global Health Policy Forum

The Global Health Policy Forum (GHPF), convened annually by PQMD, brings together senior leaders from across industry, NGOs, philanthropy, government, and multilateral institutions to examine the political, economic, and operational dynamics shaping access to health worldwide. Through candid discussion and cross-sector exchange, the Forum creates space for leaders to engage on emerging challenges, identify opportunities for collaboration, and explore how global health systems are evolving to meet future needs.

Media Contact:

Samantha MacDonald

Director, Communications

Partnership for Quality Medical Donations

smacdonald@pqmd.org | 443.851.7075