



FOR IMMEDIATE RELEASE:

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FOR MORE INFORMATION CONTACT:

Andrea Holland

United Way of Greater Rochester

585-242-6568 or 585-233-1836

andrea.holland@uwrochester.org

United Way of Greater Rochester Board of Directors Names New Members
Organization Also Hires New Communications Associate

Rochester, NY – United Way of Greater Rochester’s Board of Directors has elected five new directors to join the 2010-2011 Board:

- James B. Brush – *President and CEO, Sentry Group*
- Alan Farnsworth – *Senior Vice President, Customer Service & IT, Bausch + Lomb, Inc.*
- Richard Lozyniak – *CEO, North American Brewing Company, LLC*
- Diana L. Nole – *President, Digital Medical Solutions, Carestream Health*
- Ali Zoibi – *President & Publisher, Rochester Democrat and Chronicle*

United Way of Greater Rochester is also pleased to announce the hiring of Juli DeLaurentiis as Communications Associate. In her role, DeLaurentiis is responsible for event planning, internal and external communications, and public relations support. Previously, DeLaurentiis served as an assistant account executive at Roberts Communications.

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United Way of Greater Rochester’s mission is to magnify and focus the power of community resources to address our most pressing social needs. Opportunities to LIVE UNITED through giving, advocating and volunteering can be found at www.uwrochester.org.