FOR IMMEDIATE RELEASE

[Letterhead with Logo]

FROM: [CASAs Program]

Contact: [CASAs Program Staff Name & Title]

Email]
[Phone]

Court Appointed Special Advocates of ____County
Welcomes a New Executive Director

....County’s Abused and Neglected Children Gain New Support

[Town, NJ] - John Doe of [town] has joined Court Appointed Special Advocates (CASA) of ____County as its new Executive Director to run this non-profit organization and help protect the best interests of our community’s abused and neglected children. Doe comes to CASA from [previous employment] ____and has _____ [background on Doe’s education, work experience, etc]. He will use his skills and expertise to manage the day-to-day operations of CASA of ________ County, recruit and train CASA volunteers, improve awareness of the organization and the plight of the children it serves, and to raise funds to sustain the organization..

Currently, there are [###] abused or neglected children in ____County’s court and welfare system, with more needing advocacy every year. CASA of ____County recruits and trains community volunteers to work one-on-one with these children, advocating for their best interests. Essentially, CASA volunteers “speak up” for these children in the court and child welfare systems, making sure they are safe and well-cared for, are getting the services they need, and are placed in a permanent, safe, nurturing home as quickly as possible.

“Quote from ED on 1) CASA program’s accomplishments/successes 2) why this is important to him/her and 3) how one person can make a difference”, etc.. For example, “It is rewarding, both professionally and personally, to apply my skills and work experience to support abused and neglected children. CASA of ___County continues to broaden its outreach within the community, and I feel privileged to be a part of it,” says _______.

CASA of _________ County is pleased to welcome Doe as the Executive Director. As a non-profit corporation, CASA of _____ County’s Executive Director works closely with the program’s Board of Trustees, staff and volunteers to [reference your mission statement].

[quote from Board President, i.e.“It takes the skills of people like John to ensure that we are running smoothly and able to serve New Jersey’s children most effectively,” notes CASA of ____County Board President [name]. Doe joins [###] Board members and [###] staff members who are committed to being the difference for abused and neglected children.

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About CASA of ___County:

CASA of ___County is part of a statewide network of community-based, non-profit programs that recruit, screen, train and supervise volunteers to “Speak Up for a Child” removed from home due to abuse or neglect. CASA is the only program in New Jersey that uses trained volunteers to work one-on-one with children, ensuring that each one gets the services needed and achieves permanency in a safe, nurturing home. Visit [website] or call [phone] for more information about CASA of _________ County. Or, to find a local CASA program in your county, visit www.casaofnj.org.

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