



**NEWS RELEASE**

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**Contact: Casey Croucher**

**Phone: 518-954-3063**

**Email: [croucher@libertyarc.org](mailto:croucher@libertyarc.org)**

## **Liberty ARC Appoints New Director of Public Relations and Development**

**Amsterdam-** Liberty ARC is excited to announce the appointment of Paul McAvoy as its new Director of Public Relations and Development. In this position, McAvoy will be responsible for managing the development, implementation and coordination of internal and external public relations strategies and day-to-day media relations.

McAvoy comes to Liberty ARC with a decade of experience in communications and development for non-profit human services organizations. He joins the agency from Maria College, where he served as the Associate Vice President of Advancement and was responsible for overseeing all operations of fundraising, communications, branding and marketing on behalf of the college. Prior to that, McAvoy was the Director of Marketing and Communications at Catholic Charities of the Diocese of Albany, he served as the Senior Communications Specialist at Knolls Atomic Power Laboratory and he was the Director of Communications for New Hampshire Catholic Charities.

"I'm thrilled to be joining the award-winning Liberty ARC team and advancing the mission of this great organization," McAvoy said. "The caring staff members at Liberty ARC make a profound difference in the lives of people, and it's an honor to be able to tell these stories and shine a light on the excellent work happening in the community. I'm looking forward to being back in the human services world, and working with the PR team, Liberty's leadership, and the staff, families, and donors to help the individuals served by Liberty ARC."

"Paul not only brings a wealth of knowledge in PR and communications, but he also has a great understanding of not-for-profits and the development necessary to keep an organization running," said Liberty ARC CEO Jennifer Saunders. "I'm confident Paul's knowledge in this field will be an invaluable asset to Liberty ARC and I'm very excited to have him join us."

McAvoy received a bachelor's degree in History at Saint Anselm College, and his master's degree in Library and Information Studies from the University of Rhode Island. He currently serves as a board member for the Catholic Schools Office of the Diocese of Albany and The Evangelist – the official newspaper of the Diocese of Albany.

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## **About Liberty ARC**

Liberty ARC, the Montgomery County Chapter of The ARC New York, is a not-for-profit agency that provides top-quality supports and services to individuals with intellectual and developmental disabilities. We are proud of our six decades of bringing these innovative and valuable programs to those most vulnerable in our community. While staying committed to our framework the agency has grown our employment, residential, day supports, family support and health-related programming throughout the years. Our mission- *Together we support people with disabilities to achieve a quality of life each person values* - together with our *Values* make up the foundation on which our culture is framed. We are extremely proud to be a pioneering agency, which coupled with a dynamic workforce and our person-centered mission makes Liberty ARC a stand-out in our field.