



...Because every child deserves a childhood

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FOR IMMEDIATE RELEASE

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**ASTOR APPOINTS JEANNINE MENDEZ AS DIRECTOR OF DEVELOPMENT,
PUBLIC AND GOVERNMENT RELATIONS IN THE BRONX**

Bronx, NY – July 19, 2017 – Astor Services for Children & Families in the Hudson Valley and the Bronx, a non-profit that serves more than 8,000 children with emotional and behavioral problems, has named Jeannine Mendez as director of development, public and government relations in the Bronx.

A Bronx native, Mendez will oversee and implement the non-profit's fundraising strategies, build brand awareness and cultivate relationships with foundations, government agencies and major donors in the region, to help advance the work of The Children's Foundation of Astor.

Previously, Mendez worked with the New York City Human Resources Administration's Office of Citywide Health Insurance Access, where she spearheaded education and outreach initiatives to promote access to health insurance and health programs for small businesses plus minority and low-income communities. Additionally, Mendez guided the development of health insurance outreach and enrollment efforts for numerous New York City government agencies, and developed critical data to support the work of the Commissioner and Mayor's Office.

Mendez also worked with the Arthritis Foundation, where she created donor events and cultivated relationships to ensure success and financial viability for the Hudson Valley branch of the New York Chapter, and served as adjunct professor at Metropolitan College of NY, Masters of Public Administration program.

"Jeannine's background in strategic development, communications, New York City government, and health and education, are core strengths that will help forward Astor's work in the Bronx and beyond,"



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said Sonia Barnes-Moorhead, executive vice president of The Children's Foundation of Astor. "Her facility in researching, analyzing and presenting information to key audiences and stakeholders is exceptional and we look forward to working with her to the benefit of the children and families served by Astor."

Mendez holds a Master of Science in Urban Policy and Management from New York University, Bachelor of Arts degree in Sociology from Manhattanville College and several certifications in fundraising and event planning. She is an active member of the Parent Teacher Committee at Our Lady of Victory School where she runs the organization's fundraising restaurant nights.

About Astor Services for Children & Families

Astor Services for Children & Families, as it has since 1953, promotes the well-being of children, adolescents and their families through a range of programs that prevent and treat emotional problems and facilitate healthy development. Now serving more than 8,000 children and families annually, Astor's current range of services to families in the Mid-Hudson Valley and the Bronx include: Residential Treatment, Therapeutic Foster Family Care, Early Childhood Programs, and Community-Based Behavioral Health and Prevention Services. For additional information please visit <http://astorservices.org/> or call (845) 871-1117.

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Editor's note: Attached is a photo of Jeannine Mendez, director of development, public and government relations for Astor Services for Children & Families in the Bronx.