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## EASTER SEALS NEW JERSEY WELCOMES ITS NEWEST BOARD MEMBERS

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**EAST BRUNSWICK, NJ** - Easter Seals New Jersey is pleased to introduce the newest members of its board of directors for 2012-2013. Although professionally diverse, these four individuals share a passion for serving their community and share the Easter Seals mission for improving the lives of people with disabilities and special needs.

Easter Seals New Jersey proudly welcomes Eshon Mitra, Pamela Friedman, Katie McGee, and Frank Lavadera to its board of directors. The newly elected members will continue the non-profit's mission by bringing valuable knowledge and business expertise from the for-profit sector to further expand the reach of the organization to an already under-served population. Presently, Easter Seals New Jersey serves approximately 7,000 individuals and families living with disabilities or special needs in New Jersey.

The new members will also play a critical role in facilitating the exciting rebranding of the organization for its 65<sup>th</sup> anniversary in 2013.

### Meet the Board

The new Easter Seals New Jersey board members are poised to make a positive impact on the community.

Frank Lavadera, a Senior Tax Principal at KPMG LLP, knows firsthand how crucial the work of Easter Seals is to the lives of those with special needs. "I feel that it is my responsibility to give back to my community in a meaningful and significant way," Lavadera said. "My nephew Michael has special needs and I have personally witnessed the difficulties that he and his family have endured, especially as he has become a young adult."

As a Senior Vice President and Senior Counsel for Fair Treatment and Marketing for the Royal Bank of Scotland's Citizens Financial Group, Pamela Friedman brings valuable legal and fiscal knowledge to the board of directors. "I am excited to bring my in-house legal and compliance experience to the Fiscal and Audit Committees and to continue advancing this most important mission," Friedman said.

Katie McGee, a health and wellness reporter for WLNY's "Live from the Couch", is no stranger to the Easter Seals mission. In May 2012 McGee led the opening ceremony for Easter Seals annual Walk With Me & 5K Run Event which raised more than \$130,000. "Having witnessed firsthand how they (Easter Seals) have been able to help people with disabilities, and to see the difference it's made in the lives of both the young and old, I was thrilled to sign on and help in any way that I can to continue that tradition," McGee said.

Eshon Mitra, Manager of Advisory Services at Ernst & Young LLP, was inspired by the drive and passion of the employees of Easter Seals. "I look forward to working on the board. I hope to utilize my experiences with early stage start-ups, and change management skills to bring value to the organization," Mitra said.

## **About Easter Seals**

The mission of Easter Seals New Jersey is to enable individuals with disabilities or special needs, and their families, to live, learn, work and play in their communities with equality, dignity and independence. A leading non-profit provider of comprehensive services for individuals with developmental disabilities including autism, physical disabilities, mental illness and other special needs, our services have been geared toward helping individuals remove obstacles along their path toward independence and full community-integration for 65 years.

Easter Seals is committed to creating solutions and providing programs that produce tangible results in the lives of thousands of families in New Jersey. For more information on Easter Seals New Jersey and its statewide disability services, please contact us at 732-257-6662, or visit on-line at [www.eastersealsnj.org](http://www.eastersealsnj.org) or [www.facebook.com/eastersealsnj](http://www.facebook.com/eastersealsnj).

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