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UNITY HOUSE HIRES NEW MARKETING DIRECTOR

Local PR professional will also lead agency fundraising efforts



Kelly Buck, Director of
Marketing & Development

Auburn, New York – Paul M. Joslyn, deputy executive director of Unity House of Cayuga County, Inc., has announced the hiring of Kelly D. Buck as director of marketing and development. Buck will lead Unity House’s public and community relations efforts as well as manage the agency’s fundraising program. She began her duties on July 1.

“We are delighted that Kelly has accepted the position of director of marketing and development at Unity House,” said Joslyn.

“Kelly brings with her a tremendous amount of experience in fundraising and public relations. Her knowledge and familiarity with regional media outlets will be valuable to our organization as we continue to spread the word about the success of the agency’s programs and services.”

Kelly Buck, formerly Kelly Tehan, was most recently employed as director of publications and media relations at Wells College in Aurora, N.Y., where she worked for almost ten years. In that position, she was editor of the quarterly alumni magazine, managed the college’s media relationships, monitored the Web site and institutional messaging, and promoted Wells’ arts and cultural enrichment programs.

“I’m so pleased to come on board at Unity House during this exciting time in its history,” said Buck. “I’m deeply impressed by the services and programs Unity House provides in our community, and am looking forward to helping the agency move forward as we build a viable fundraising program and increase awareness of Unity House in our region.”

Buck earned an A.A.S. degree in hotel and restaurant management from Paul Smith’s College, and a B.S. in corporate communication from Ithaca College. She is actively involved in both the Auburn and Aurora communities, serving as a board member of

the Cayuga County Chamber of Commerce and the Cayuga County Chapter of the American Red Cross. She is the president of the Finger Lakes Ski Club in Auburn, serves on the Aurora Free Library Preservation Committee, and is a member of the Association of Fundraising Professionals, PRNewswire, and the Aurora Book Club.

As director of marketing and development at Unity House, Buck will be responsible for directing the agency's fundraising efforts, overseeing the development of its publications, and increasing the visibility of Unity House in central New York.

For more information, please contact Director of Marketing and Development Kelly Buck at 315.253.6227 x 313 or kbuck@unityhouse.com. Additional information about Unity House may be found at www.unityhouse.com.

Unity House of Cayuga County, Inc. provides transitional and permanent housing, rehabilitative, and employment services for individuals with mental health illnesses, developmental disabilities, and/or chemical dependencies from which they are recovering. A nonprofit 501(c)(3) organization, Unity House partners with these individuals to develop their personal skills and potential, enabling them to live more full and independent lives. The agency serves more than 700 consumers a day in six central New York counties. Unity House is committed to freeing our communities of misconceptions associated with disabilities through innovation, education, and advocacy.

Unity House ~ Empowering Lives, Securing Futures