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FOR IMMEDIATE RELEASE:

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**Tracy Daniels Joins York County Community as
New Managing Director of Marketing and Communications**

YORK, PA – York County Community Foundation is pleased to announce that Tracy Daniels joins the Community Foundation as Managing Director of Marketing and Communications effective September 26. Tracy comes to the Foundation with 18 years of marketing and communications experience.

Tracy will be a member of and work closely with the Foundation's senior management team to implement the strategies and programs that are integral to achieving the Foundation's mission as well as the mission of the YorkCounts community improvement initiative. In addition, she will take on a leadership role as the staff liaison for several existing committees. Tracy will also supervise the part-time Director of Communications.

"We are thrilled to have Tracy come on board as the new Managing Director of Marketing and Communications at the Foundation," says Bill Hartman, President and CEO. "Tracy's combination of nonprofit and corporate experience will be a great asset as she helps us move forward with marketing our strategic mission. She is a strategic thinker and has earned nothing but praise from those who have worked with her in any capacity."

Tracy brings a wealth of experience in marketing and communications to the Foundation. Most recently, she served as Marketing and Development Director at the Lancaster Recreation Commission, where she was responsible for creating all marketing materials and managing the website and electronic communications, as well as for developing comprehensive marketing and development plans. Tracy's creativity, energy, and diligence led her to obtain dozens of grants for the organization, develop a scholarship program for children, write and design annual reports, and organize a successful 100th anniversary coffee table book documenting Lancaster Recreation Commission's 100 year history.

"I am looking forward to bringing my skills to the Foundation," says Tracy. "I am especially pleased to join an organization whose mission is strategic, meaningful, and reflects the needs and wishes of the community it serves."

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Prior to her position at the Lancaster Recreation Commission, Tracy served as Marketing Services Director for Integrated Benefit Solutions, where she developed a creative strategy and budget, new product campaigns, all marketing materials, website content, and electronic communications. Tracy also held the position of Marketing Director and Business Manager for Hammel Associates, Architects, in Lancaster, where she not only was responsible for market research, marketing campaigns, and new product acquisitions, but was responsible for client contact and management of design of all competition-based projects of the firm. Tracy holds a BA in Classical Civilizations, with a concentration in Business, from Franklin & Marshall College, where she earned the Steinman Prize for Excellence.

As an active member of her community, Tracy is the founding member and past president of L.E.A.D.S (Lancaster's Economic Action for Downtown's Success), a bipartisan, nonprofit organization that began by evaluating and giving opinions on the economic advantages of development projects within the downtown. She serves as treasurer of the Sierra Club-Lancaster Chapter as well as vice president of education for Toastmasters – Franklin and Marshall Group.

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Celebrating 50 years of philanthropy in 2011, York County Community Foundation creates a vibrant York County by engaging donors, providing community leadership, and investing in high impact initiatives while building endowment for future generations. York County Community Foundation granted \$3 million in 2010.