



FOR IMMEDIATE RELEASE
2017-05

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KidsPeace Names Robert J. Martin Director of Communications



SCHNECKSVILLE, PA (February 16, 2017) - KidsPeace has named **Robert J. (Bob) Martin** to the position of Director of Communications. In this role Martin will have responsibility for planning, development and execution of external communication strategies in support of the 135-year-old national organization's mission and operations - including public relations, crisis communications, website and social media activities, and overall messaging development.

Martin also will oversee KidsPeace's TeenCentral/ParentCentral web-based services, including directing the websites' redesign and relaunch in 2017.

Martin has worked in corporate communications and community relations roles in the Lehigh Valley for 25 years for some of the region's most prominent companies and organizations - including Rodale, Lehigh Valley Hospital, Mack Trucks, and Avantor Performance Materials. He also has served in leadership and volunteer roles with several prominent nonprofit organizations, including the Volunteers of America Children's Center, Valley Preferred Cycling Center, America On Wheels Transportation Museum, and the Volunteer Center of the Lehigh Valley. From 1999 until 2001 he was community co-host on the news magazine program *Lehigh Valley Tempo!* on PBS 39.

Martin, of Upper Macungie Township, holds a bachelors degree in communications from Purdue University.

For 135 years, KidsPeace has been building on its expertise to give hope, help and healing to children, families and communities throughout the United States. Through its comprehensive range of residential treatment programs; accredited educational services; unique psychiatric hospital and foster care and community-based programs, KidsPeace is dedicated to helping people connect, transform and overcome their challenges to ensure a stable future, transition to adulthood and gain independence. Since its doors opened in 1882, more than 200,000 children have participated in one of the multitude of programs KidsPeace offers.

For additional resources or more information on how to get involved, become a foster parent or make a donation, please visit www.kidspeace.org. Follow us at www.facebook.com/kidspeace.org or on Twitter @KidsPeace.

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