

## FOR IMMEDIATE RELEASE

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### Presidential Oaks promotes Marrs to Director of Communications

CONCORD, NH (June 30, 2015) –Presidential Oaks Retirement Community has announced that Krista Marrs has been promoted to Director of Communications and Marketing.

Krista joined the Presidential Oaks team in October as Marketing Manager. In addition to coordinating events and managing printed advertising, Krista will oversee all communications and marketing initiatives for the non-profit retirement community. In her new role, she authors all press releases and annual fund appeals, develops the marketing plan, and oversees fund raising events.

Chief Executive Officer, Anne Purington, shared the organization’s confidence in Krista’s ability to share with the public all that Presidential Oaks has to offer. Of Krista’s ability to take on such a challenge, Purington said, “It would not be unusual to see Krista at one of our summer concerts or to hear her on the radio. She has enthusiastically embraced Presidential Oaks and it shows in her work.”

Prior to joining Presidential Oaks, Krista spent nearly 20 years in the field of journalism. A native of Maine, she graduated with a journalism degree from the University of Maine in 1999 and moved to New Hampshire to begin her career at *The Citizen* newspaper in Laconia as an entry-level reporter. Krista spent more than 15 years with the company, rising through the ranks from Reporter to Features Editor before taking on the role of Assistant News Editor. In August 2012 she was named News Editor, a position she held before leaving *The Citizen* in October 2014. In her free time, Krista enjoys cooking, baking and outdoors activities as well as Zumba classes with friends. She lives in Belmont with her 8-year-old son, Cameron.

Presidential Oaks, known as New Hampshire Odd Fellows Home, has provided retirement living, assisted care and skilled nursing and rehabilitation to seniors since 1883. It has recently completed major renovations to Presidential Oaks Retirement and remains committed to providing affordable, accessible retirement living and cutting-edge nursing and rehabilitation care.

For more information, call Krista at 225-6644 ext. 184 or email [marketing@presidentialoaks.org](mailto:marketing@presidentialoaks.org).