FOR IMMEDIATE RELEASE
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Greater Chinatown Community Association Welcomes Kendra N. Lee as Executive Director

New York City (October 30, 2007) – The Greater Chinatown Community Association (GCCA) welcomes Kendra N. Lee (李毓玲) as its new Executive Director. Ms. Lee brings her knowledge of fundraising, marketing and administrative management to the nonprofit organization.

Before joining the GCCA, Ms. Lee was the Development Manager of the Asian American Federation of New York, a nonprofit organization that advances the civic voice and well-being of Asian Americans. During her tenure at the Federation, she led their fundraising efforts via special events and communications. Additionally, she was instrumental in the economic development of the Sidney Kimmel Cancer Center, a nonprofit translational cancer research institute, and religious-based nonprofits through her work at Kintera, Inc., a company that provides software to organizations to help them raise more money, more efficiently.

Active in civic affairs, Ms. Lee served on the Board of the Directors of Volunteers in Agencies in San Diego and currently volunteers as a teacher and leader at The River Church.

Ms. Lee holds a Bachelor of Arts degree in Human Development and a Professional Certificate in Marketing from the University of California, San Diego. In her free time, Ms. Lee’s enthusiasm for culture and people extends to traveling to foreign countries and spending time with friends.

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Located in NYC’s Chinatown, the Greater Chinatown Community Association promotes the well-being of low-income Chinese immigrants and Chinese-American adults and seniors in Chinatown, the Lower East Side of Manhattan, and throughout NYC. Founded in 1972, the organization seeks to improve the quality of life in this community which has a high concentration of poverty and illiteracy, dense with new immigrants. For more information, please log-on to: www.gccanyc.org or call (212)374-1311.

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