



# SOCIAL INTERACTIONS, Inc.

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March 1st, 2014

## Press Release

### Social Interactions announces new member to Board of Directors

CLEVELAND, OHIO. March 1st, 2014: Social Interactions Inc. (SII), a nonprofit community development organization, has recently announced the addition of Josephine Heinz as their new Director of Marketing. As the region's fastest growing organization dedicated to empower individuals facing life challenges by improving their social skills and their interactions with others, the addition of Josi is SII's latest move in an effort to continue their track record for community outreach and rapid growth. With a full portfolio of programs, she will be charged with managing and increasing awareness for all programs within the organization's portfolio while paving the way for future expansion of its outreach. In addition, her role will immediately involve implementing effective branding of existing programs, marketing programs and strategy, strengthening brand identity, overseeing public relation programs, as well as web development and online services for the communities which Social Interactions, Inc. can help.

"The immense growth of Social Interactions in the Pennsylvania, Ohio, Michigan, and West Virginia communities has accelerated our plan for adding this new position to our company," noted Dan Mazur, Executive Director and President of Social Interactions, Inc. "Josi's expertise in brand marketing, social media, and professional networking coupled with her knowledge of the regional needs will greatly benefit the communities Social Interactions, Inc., can serve. "Josi brings a fresh perspective to our marketing efforts," stated Daniel Radakovich, Executive Vice-President of Social Interactions, Inc. "She has the right blend of marketing, analytical skills and knowledge of non-profits that are ideal for extending our programs and our outreach into communities that can be helped by our programs and services."

Josephine Heinz is a recent graduate of Kent State at Stark University, where she earned a Bachelor's Degree in Applied Communication. She also has an Associate's Degree in Technical Communication from Stark State University. Josi has done marketing work for Junior Achievement, the School of Communication Studies at Kent State University, and Voolla. In addition, she has a rich tradition of nonprofit work including Mom's Club 44203 (Vice President), Meal on Wheels and Ronald McDonald House. In 2011, Josi founded Connect the Troops, a nonprofit organization which raised money for deployed soldier's internet costs.