

Media Release

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**El Nido Proudly Announces New Board President
Fred Samulon, Past Vice President and Director of Citigroup**

(Malibu, CA) **EL NIDO FAMILY CENTERS**, celebrating 85 years of helping those in Los Angeles County who are most in need, is honored to announce that Fred Samulon has been elected Board President 2010-2011.

Prior to his role at **Executive Service Corps of Southern California** as a Management Consultant for more than a dozen non-profit organizations, Samulon was a Vice President and a Director with **Citigroup** (formerly Citicorp) for over 20 years.

Samulon, who has lived with his family in Malibu for the past 30 years, knows the area well as he attended elementary, junior and senior high school in the Pacific Palisades. He serves on the board of Chamber Music Palisades.

Samulon brings a lifetime of community service to El Nido. He is currently Vice Chair of the Los Angeles County Information Systems Commission and Chair of the Los Angeles County Community Action Board.

ABOUT EL NIDO

El Nido serves over 15,000 disadvantaged clients and their immediate family members each year in South Los Angeles, Inglewood, Compton, Carson, the San Fernando Valley, the Antelope Valley, and Santa Monica with a staff of over 160, largely social workers and therapists. Since its founding in 1925, hundreds of thousands have benefited from El Nido services. The agency continually is evolving to meet the current societal challenges.

El Nido's vision is a world in which the intergenerational cycles of poverty, teen pregnancy, child abuse and juvenile delinquency are finally broken. Its mission is empowering at-risk children, youth, and families in Los Angeles County through education and social services, to overcome trauma, gain self-esteem and achieve their goals. Programs include: Gang Prevention, Early Head Start, FamilySource Center, Teen Parent, Infant Development, Santa Monica elementary school therapy, Child Abuse Prevention and Treatment, Job Preparation, Financial Literacy and a Visiting Nurse.

Samulon believes that ensuring that young people in the most disadvantaged areas of the county get off to a good start benefits the entire county community and pays for itself many times over.

HOW YOU CAN HELP

For information on how you can help with financial support, volunteering and mentoring youth, visit www.elnidofamilycenters.org.

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