

# PRESS RELEASE



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## **Civitan Foundation Hires Marketing Director**

*Communications veteran joins organization dedicated to enhancing the lives and expanding opportunities available to individuals with developmental disabilities.*

PHOENIX (November 13, 2017) – Civitan Foundation, Inc., a not-for-profit organization which provides multiple programs and services to meet the needs of children and adults who are developmentally disabled, recently hired Bo Larsen as their new director of marketing and business development.

Larsen, who most recently was the director of marketing and communications for the City of Peoria, brings nearly 30-years of experience in public relations to this new role.

“This is an incredible opportunity for me to make a difference by raising the awareness of Civitan and the services we provide,” said Larsen. “I’ve worked for wonderful organizations in the Valley, but now I am at the stage of my career where I am fortunate to be working for a community.”

Civitan, started in Arizona with Camp Civitan in 1968. Located in Williams, Camp Civitan is a 15-acre wheelchair accessible facility for developmentally disabled children and adults. The camp offers week-long camp sessions throughout the summer and weekend adventures once a month during the rest of the year. Today, The Civitan Foundation includes the Civitan Village, resale stores Fleurish Resale and Design and Civitan on 66 in Williams, respite and recreation services, home and community based services, pre-vocational education and employment services, and more.

“Bo had been a board member of Civitan for nearly five years,” said Civitan Foundation CEO Dawn Trapp. “His passion for the organization and our members grew to the point where he wanted to make this his career. We are so fortunate to have someone with his experience and contacts on our team as we move into the next 50 years.”

The Civitan Foundation serves approximately 1,000 families with more than 200 qualified staff and 100 volunteers. For more information about the Civitan Foundation, Inc., go to [www.civitanfoundationaz.org](http://www.civitanfoundationaz.org).

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**About Civitan Foundation, Inc.**

Civitan Foundation, Inc. is a 501(c)3 non-profit organization that works to provide our community an accessible, safe and affordable environment while delivering superior life experiences to enhance the quality of life to individuals with developmental disabilities of all ages. Founded in 1968, Civitan is committed to leading Arizona in the provision of unmatched, innovative services to individuals with special needs, becoming the foremost visionary and resource for this valuable community. Civitan's flagship programs include Camp Civitan, a residential camp experience in Williams, Arizona, and the Civitan Foundation Village, a multi-disciplinary day program and vocational training and employment center with opportunities in digital multimedia productions, visual and performing arts, a culinary institute, and sports and health programs. Civitan also offers respite and recreation programs (RSP), home and community based services (HCBS), and food and nutrition programs. Learn more at [www.civitanfoundationaz.com](http://www.civitanfoundationaz.com).

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