



FOR IMMEDIATE RELEASE

CONTACT:

Robin D. Stauffer, Executive Director
Essence of Humanity Award Program
717-293-4487

Essence of Humanity Program Invites Two Communications Professionals to Governing Board

Lancaster, Pa. (March 24, 2008) – The Essence of Humanity Award Program, whose mission is to elevate the stories of exceptional role models in our communities, has appointed two area communications professionals, Alicia Richards and Laura Duran, to its Governing Board of Directors.

Richards is an evening news anchor at local ABC affiliate WHTM 27, which she joined in 1994 after working as an anchor and reporter in Sherman, Texas; and Cedar Rapids, Iowa. Richards also is well known for her extensive involvement with the Central Pennsylvania community, especially her efforts on behalf of breast cancer awareness. Richards has traveled extensively with her family, and her work as a journalist has taken her to Kosovo and Ecuador. She earned a degree in journalism from Southern Methodist University in Dallas.

Duran is president of Laura Duran & Associates, a strategic communications firm based in North Londonderry Township, Lebanon County. She formerly served as a communications leader and corporate spokesperson for GPU Nuclear and an account manager for Godfrey. A graduate of Elizabethtown College and Penn State University, Duran served as a founding member of New Art Voices, a Lancaster-based nonprofit arts organization. Along with business partner the High

companies, she provides support to local nonprofit organizations such as Lancaster Area Habitat for Humanity.

About Essence of Humanity

There seems to be consensus that as a culture, we often can't identify enough role models. The intent of the Essence of Humanity Award is to elevate the stories of the inspirational role models that indeed do exist in our communities. The award is intended to recognize those individuals who, beyond the requirements of their work, demonstrate remarkable human qualities including courage, love, strength, determination, and persistence when dealing with adversity. The award also honors those who demonstrate the spirit of caring and provide inspiration to such individuals on a daily basis. The program began in 2001 when business and community leaders in South-Central Pennsylvania established the Essence of Humanity Award. The award is presented by participating organizations in collaboration with the Essence of Humanity program's steering committee, which evaluates the nominations. For more information, contact Robin Stauffer, Executive Director, at 717-293-4498, or visit the website at www.essenceofhumanity.org.

#