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FOR IMMEDIATE RELEASE

MENTAL HEALTH ASSOCIATION OF NEW YORK CITY NAMES MICHAEL ROSEN, INNOVATIVE NON-PROFIT LEADER AND AWARD-WINNING TV NEWS PRODUCER AS EXECUTIVE VICE PRESIDENT OF MARKETING AND COMMUNICATIONS

NEW YORK, N.Y. (February 23, 2016) – The Mental Health Association of New York City, a local and national leader in mental health services, advocacy and education today announced that Michael Rosen, a leader with a record of success in non-profit communications and an award-winning television news producer, has been named Executive Vice President of Marketing and Communications. Rosen will report to MHA-NYC President and CEO Giselle Stolper. The appointment is effective immediately.

A key member of the organization's leadership team, Rosen will manage all aspects of marketing and communications strategy, with the goals of advancing the organization's mission, driving broader awareness and enhancing brand identity. His appointment will also be the impetus for a new organizational focus on development and fundraising.

Rosen comes to MHA-NYC from Autism Speaks, where he served as Executive Vice President of Strategic Communications since 2013. During his time there, the organization had great success in raising awareness, garnering 6,000 media stories over an 18-month stretch and growing unique users to the organization's website 86% over the course of just one year.

Prior to his time at Autism Speaks, Rosen spent eight years at CBS News in a variety of top editorial positions including executive producer of *CBS This Morning: Saturday*. Rosen also served as a senior broadcast producer at CNN and as a senior producer for special events at ABC News, where he helped lead the network's Peabody award-winning coverage of the September 11 terrorist attacks. Rosen's work has been recognized with three Emmy Awards, two Peabody Awards and four Dupont awards.

"We are thrilled to have Michael join us," said Giselle Stolper, President and CEO of MHA-NYC. "This is such a transformative time for mental health and we are committed to staying at the forefront of these changes in order to provide the services and support that millions need. With Michael joining our team, we are well positioned for the future."

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"I am honored to be joining the Mental Health Association of New York City," Rosen said. "This is an organization that is not only saving lives and providing assistance to people in crisis, but is also connecting millions of New Yorkers, and people across the country, with help before a crisis occurs. I am very excited to help further the mission of this incredible organization."

MHA-NYC is a non-profit organization that addresses mental health needs in New York City and across the nation. It is a local organization with national impact and has a three-part mission of services, advocacy and education. For over 40 years, MHA-NYC has identified unmet needs and worked to develop culturally sensitive services and programs to improve lives while promoting the importance of mental wellness. www.mhaofnyc.org

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