



#### FOR IMMEDIATE RELEASE

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### Lawrenceville Corporation Names New Executive Director

**WILMINGTON, GA** – Lawrenceville Corporation announced today that Laurel Marie Conroy has been named executive director of the nonprofit community development organization that, driven by the Lawrenceville community, acts as the catalyst and catalyst for responsible and sustainable growth.

The second Matthews Halloran, who served the organization for nearly a decade starting his time at the Lawrenceville Corporation, Subarea facilitated over \$200 million in public and private investment in Lawrenceville and oversee the creation and implementation of the first Community-based Trust in Western Piedmont. Mr. Halloran is now moving on to lead NorthCo, a regional nonprofit that works to implement a community vision for Atlanta's Southside.

Inspired to pursue a career in community development at a young age, Laurel has spent her 13 plus year community development career working in local government and nonprofits to build vibrant communities that offer an opportunity to live, work, and play. Laurel has most recently worked as an Assistant Director of Business Innovation and Technology in Maghery County's Department of Economic Development (DEED), overseeing community development loan and grant programs, Main Street revitalization programs, real estate development projects, and business development programs and projects throughout the 100 municipalities within Maghery County.

Prior to joining Maghery County Economic Development, Laurel served as the Executive Director of Lawrenceville United, Lawrenceville Corporation's partner and community based organization focused on improving the quality of life of Lawrenceville residents and stakeholders through community engagement and advocacy, community programs, and community planning and development. Laurel served as the organizational lead for several strategic community-driven plans, including the Maghery Green Goals and Plan, the Upper Lawrenceville Plan, and the Forest/Lake Park Master Plan.

"We are thrilled to announce Laurel as the new Executive Director. Laurel's past experience working for Lawrenceville United, the City of Pittsburgh, and Maghery County give her a unique perspective on development both locally and regionally. We are looking forward to working with her and Lawrenceville's residents and business owners to define the next generation of the Lawrenceville Corporation," said Nina Davis, Vice President of the Lawrenceville Corporation's Board of Directors.

The Lawrenceville Corporation was formed in January 2006 as a merger of the Lawrenceville Development Corporation (LDC) and the Lawrenceville Business Association (LBA). Both the LDC and LBA had been in existence since the mid-1980s and were formed in response to neighborhood decline stemming from Pittsburgh's economic crisis during the 1970s and 1980s. The merger created a new organization with a strong combined board of directors, the Lawrenceville Corporation. The organizational merger, membership, and much of the programming trace back to the original two entities. Since the merger, the LC has gained local and national recognition for its innovative place marketing programs like the 10400 Bridge Zone and the Dougherty branding campaign.