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Contact:
Tongelia Milton
754.312.4118 office
407.427.6953 cell
t Milton@ymcasouthflorida.org

YMCA of South Florida welcomes new Vice President to raise capital and grow organization's presence in South Florida

[South Florida, September 5, 2017] – The YMCA of South Florida welcomes Holly Freyre as its new Vice President of Financial Development and Advancement. Her focus will be on capital and partnerships that increase the YMCA's presence in Miami-Dade County. She will also provide assistance in implementing an overall strategy for development and advancement in the organization.

"The YMCA is thrilled to have Holly join our team," said Sheryl A. Woods, YMCA of South Florida President & CEO. "She has lived and worked in Miami for nearly 30 years. With her experience, extensive contacts and knowledge of Miami, we will be able to adhere to our strategic plan and really grow our footprint Miami. We have two major capital projects in Miami and up to 5 different projects in line over the next 5 years."

Freyre is a seasoned senior executive with more than 30 years of professional experience in the banking, healthcare, higher education and non-profit industries. She has expertise in business development, campaign management, marketing, relationship management and strategic planning.

Most recently, she was instrumental in surpassing goal and raising more than \$60 million for the University of Miami where she served as Associate Dean for Development and Executive Director for Advancement for the Frost School of Music.

She received a Bachelors Degree in Business Administration from Boston College and a Master of Business Administration from University of Miami. Her community service and board leadership includes The Council for Women of Boston College, Leadership Miami, Junior League of Miami, Beaux Arts, Gulliver Academy, Young Patronesses of the Opera (YPO), and other state and local community organizations.

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About the YMCA of South Florida

The Y is a leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. Every day, the Y works hard to build healthy, confident, connected and secure children, adults, families and communities through over 200 afterschool, preschool, special needs, sports, camp and youth programs, family centers, and senior health outreach sites. To learn more, visit www.ymcaofsouthflorida.org, connect on Facebook or Twitter, or call a Y near you.