

## Vehicles for Change Welcomes New Board Member

HALETHORPE, Md. (December 13, 2012) – Baltimore County nonprofit Vehicles for Change, Inc. (VFC) welcomes Lauren Lawson-Zilai, director of public relations and national spokesperson for Goodwill Industries International, to its board of directors this week. In her new role, Lawson-Zilai will help steer the organization in its mission to provide affordable vehicles to low-income families. Vehicles for Change relies on car donations from the public.

“Having Lauren join our Board is a dual win for Vehicles for Change,” said Martin Schwartz, president of Vehicles for Change, “Not only does she have a wealth of knowledge in the communications field but her position at Goodwill Industries International is a huge plus with the strong partnerships VFC is building with local Goodwill agencies.”

In her current role, Lawson-Zilai is in charge of external communications, PR/media relations, crisis communications, video production and celebrity spokespeople. Lawson-Zilai's prior nonprofit experience includes serving as a public relations representative for the Children's Defense Fund, Doorways for Women and Families and Greater DC Cares. She began her career in New York City, where she led publicity campaigns for authors at book publishers including Hachette Book Group (formerly AOL/Time Warner Books), Penguin Putnam and Simon and Schuster.

Lawson-Zilai is the past president of Washington Women in Public Relations, an organization in the greater D.C. area dedicated to advancing women in the public relations field. She is also the founder of the Emerging Leaders Award, a special accolade for young women who have made a significant impact in the communications industry.

“Vehicles for Change provides transportation and support services for families, enabling people from all backgrounds to obtain and maintain economic independence and an increased quality of life,” said Lawson-Zilai. “I am proud to be a representative for the organization and look forward to increasing visibility opportunities within the coming year.”

Since its formation in 1999, Vehicles for Change has impacted the lives of more than 14,000 individuals by awarding more than 4,000 cars to low-income families in Maryland, Washington and Virginia. The organization's 2011 study found that 73 percent of Vehicles for Change car buyers were able to obtain a better paying job and/or increase their income by an average of \$7,000.

**About Vehicles for Change, Inc.**

Vehicles for Change, a nonprofit organization committed to selling refurbished cars to low-income families at minimal cost, was founded in 1999. Vehicles for Change awards cars to worthy families throughout Maryland, Washington and Virginia.

For more information about Vehicles for Change, or to donate a vehicle, visit [www.vehiclesforchange.org](http://www.vehiclesforchange.org) or call (410) 242-9674.

Follow the organization on Facebook at [www.facebook.com/vehiclesforchange](http://www.facebook.com/vehiclesforchange) and Twitter @vehicles4change.

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