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FOR IMMEDIATE RELEASE  
January 30, 2012

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## **PARA LOS NIÑOS NAMES NEW PRESIDENT AND CEO**

### **Martine Singer to lead nationally accredited child services agency and charter school operator**

**Para Los Niños**, a nationally accredited and recognized Los Angeles-based child services agency and charter school operator, has appointed a new President and Chief Executive Officer announced Board Chair R. Christine Hershey.

Following an extensive national search, **Martine Singer**, a highly-regarded nonprofit executive who recently served as the executive director of Hollygrove, will assume the lead role at Para Los Niños effective February 27.

“We are extremely gratified that someone of Ms. Singer’s experience will lead Para Los Niños during this critical stage in the agency’s history,” said Hershey. “After a lengthy search, during which many extremely talented and qualified candidates were considered, the Board determined that Ms. Singer was the right person to lead Para Los Niños as it continues its mission of serving children and families in the most impoverished communities of our city. She has an unwavering commitment to children and extraordinary experience in both the non-profit and corporate sectors in Southern California and nationally. We firmly believe that Martine has the vision and ability to guide Para Los Niños during a time of great challenge for publicly supported organizations.”

As President and CEO of Para Los Niños, Singer will be responsible for the success of all Para Los Niños programs. Together with the Board and senior management staff, she will work to ensure the agency’s continuing relationship with the communities it serves, the successful pursuit of the organization’s mission and vision, as well as the organization’s accountability to diverse stakeholders and funders.

Para Los Niños opened its doors in 1980 in response to the plight of children living on Skid Row. Today, in its 31st year of operation, Para Los Niños services benefit nearly 20,000 low-income children and their families each year in some of the most impoverished neighborhoods in Southern California to create academic success and social well-being for children. Through early education centers, charter schools, and wellness centers, Para Los Niños offers high-quality education integrated with family supports, mental health services and community engagement opportunities to thousands of children living in at-risk neighborhoods in Los Angeles and San Bernardino counties.

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“It is an honor to work with Para Los Niños, a pioneer in addressing the educational and social welfare needs of low-income children,” said Singer. “With three decades of experience, Para Los Niños is demonstrably closing the achievement gap caused by poverty. I’m looking forward to joining the team and contributing my passion, expertise and vision to create pathways to success *for the children – para los niños.*”

Reporting to the Board of Directors, Singer will oversee a staff of 320 and an annual operating budget of \$22 million. Singer will provide overall leadership for the daily activities of Para Los Niños, including operations, human resources management, marketing, financial management, program development, capital and acquisition development, and strategic direction. She will ensure continuous improvement in the quality of services and agency stability through development and implementation of accreditation standards, systems and procedures, and regular evaluation, will provide hands-on leadership in the areas of government, public, foundation and donor relations, and will act as a lead spokeswoman for Para Los Niños.

“There is no greater mission than to help children succeed,” added Hershey. “Para Los Niños has effectively carried out that mission for the past 31 years, becoming a trusted national business model for the provision of comprehensive, innovative child and family services. Under Martine’s leadership, with an active and committed Board working in concert with a talented, professional executive team, Para Los Niños is well-positioned to become the leading provider of high-quality services for children throughout the region.”

Singer succeeds Gisselle Acevedo, who served as President and CEO of Para Los Niños since 2006 and who recently left the organization to pursue a doctoral degree in child psychology.

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## **Martine Singer** ***President & CEO***

Before joining Para Los Niños in February, 2012, Martine served as Hollygrove's Executive Director for six years. She began her work there as a consultant to Hollygrove's Board of Directors after having been a longtime supporter, volunteer and neighbor.

During her tenure, she oversaw Hollygrove's transition from residential to community-based services and its merger with the statewide agency EMQ FamiliesFirst. While at Hollygrove, she helped triple its annual budget, expanded services to South LA and initiated a master plan for its 3.5-acre campus. She also served on the team that won national accreditation for the first time for EMQ FamiliesFirst.

Prior to joining Hollygrove, Martine held executive positions in several global media companies. She founded and served as publisher for the first foreign-language edition of The New York Times and launched the Los Angeles Times' award-winning online service in 1993. Martine also founded her own consulting firm serving media and communications clients as well as nonprofit organizations.

A native New Yorker, Martine holds a BA from Sarah Lawrence College and an MBA from the Yale School of Management. She resides in Brentwood with her 17-year-old son and 14-year-old daughter who attend Oakwood Secondary School.

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