

FOR IMMEDIATE RELEASE

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CENTRAL OREGON COUNCIL ON AGING ANNOUNCES NEW LEADER

Bend, OR (September 8, 2009) – The Board of Directors for the Central Oregon Council On Aging (COCOA) announced today that Pamela Norr will assume the executive duties for the organization. As its chief executive officer, Norr will be responsible for establishing short and long term goals and objectives for the organization, in addition to developing and coordinating the strategic partnerships and community relationships.

Norr comes to COCOA with over 20 years of senior level leadership experience, most of it in a not-for-profit environment. Much of her experience has been healthcare related fields, including organizations in Oregon and California.

“Pam’s unique experience and clear commitment to a strong mission will help guide COCOA to a new level. Our board is very enthused about Pam’s leadership skills, her visionary experience and her common sense approach. COCOA’s employed team is a committed, dedicated group who will thrive working together as a team, and because all nonprofits face significant challenges in the upcoming years, we will rely on the entire COCOA team to help continue to keep the mission and vision of COCOA strong,” states Paul Svendsen, president of the COCOA board of directors.

“I am honored to be serving in a leadership role at COCOA. The mission of COCOA and the community members this quality organization serves is something I feel strongly about and am committed to helping. I look forward to working with the board and the entire team to develop a long standing and effective organization that will be vital and serve the community for years to come,” states Norr.

COCOA is the only agency in Central Oregon based at the local level to promote and support an older person’s ability to lead a dignified, safe, healthy and independent life. The agency has 23 employees, along with 700 volunteers and provides a variety of services designed to help keep seniors living independently and in their own homes for as long as possible. COCOA is one of only two stand-alone AAA (Area Agency on Aging) non-profit organizations in Oregon. The mission of COCOA is to promote dignity, well being, security and independence. Services provided by COCOA include nutrition, meals-on-wheels, in-home services, information and referral, senior center programs and services, SHIBA Medicare enrollment assistance and the groundbreaking RSVP – Retired and Senior Volunteer Program.

For more information on COCOA, the services the organization offers, or to make a tax deductible donation to help the elder population in our community, please call 541.548.8817 or visit www.councilonaging.org

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