



**FOR IMMEDIATE RELEASE**

**MEDIA RELEASE**

**New Executive Director takes up the reins at the Nova Scotia SPCA**

**Halifax, Nova Scotia (Monday, December 21, 2009)** – The Nova Scotia SPCA is pleased to announce the appointment of Kristin Williams to the position of Executive Director at Nova Scotia’s leading animal welfare organization. Williams is working out of the Provincial Office in Halifax and has been in place since December 1, 2009.

“The Nova Scotia SPCA Board of Directors, Branches and Provincial staff are delighted at Kristin’s acceptance to head up the operational duties of the charity,” said Kat Horne, Vice President, Board of Directors. Horne added “On behalf of the Board, Kristin will oversee all organizational elements including finance, human resources, administration, fund development, marketing, public affairs, animal cruelty investigations and animal care.”

“I am privileged to be a part of the organization that is tasked to prevent cruelty and protect animals from abuse and neglect. With the support and guidance of a progressive Board of Directors and 11 dedicated Branches across the province, the Nova SPCA is positioned as never before to serve as the provincial voice for animal welfare. Legislated to enforce animal cruelty laws in addition to providing shelter and adoption services; the Nova Scotia SPCA is unique among animal welfare organizations and charities alike,” said Williams

Williams brings to the table over a dozen years of essential experience in corporate and non-profit environments, most recently with the Ontario SPCA Provincial Office, representing nearly 50 SPCA Branches and Affiliated Humane Societies in Ontario. Serving in critical senior management roles in her career, she has achieved a proven track record for increasing performance, generating revenue and elevating brand and profile.

Williams began her career with Canada’s Wonderland, then owned and operated by Viacom, where she had the unique opportunity to work with some of the most powerful household names in North America. Managing all corporate communications efforts and specialty programming, Williams generated millions in new revenue for Canada’s premier theme park and North America’s most highly attended seasonal theme park. She served as the park’s face and voice for over 10 years, delivering thousands of promotional opportunities on the national and international stage.

In 2007, Kristin joined the Ontario SPCA. Transitioning to the non-profit stage from a corporate and entertainment world, Kristin was positioned well to pioneer innovative programs and to introduce countless new initiatives. Her media planning and marketing prowess earned the Ontario SPCA the National Summit for Urban Animal Strategies Award for Media and Communications in 2009, for a spay/neuter campaign that attained over 90 million impressions.

Williams has also served with a number of Boards, including the Board of Directors for York Region Children's Aid and the Kent Farndale Gallery. She also volunteers remotely with the Board of Directors of the Sickle Cell Association of Ontario and the Communications Committee of the Toronto and Central Ontario Hemophilia Society.

Her formal education is multidisciplinary; including history, social sciences and cultural studies at York University. Her post graduate work includes business at York University and animal sciences at Guelph University.

Williams has just recently moved from Ontario to Nova Scotia and when asked about her experience so far, she said "I love it here and I am looking forward to calling Nova Scotia my home."

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#### **MEDIA CONTACT INFORMATION**

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#### **ABOUT THE NOVA SCOTIA SPCA**

**The Nova Scotia Society for the Prevention of Cruelty (Nova Scotia SPCA):** Protecting animals from cruelty since 1877, the Nova Scotia SPCA is a registered charity, comprised of 11 Branches, which rely primarily on volunteers and donations to fund animal protection; care and rehabilitation; advocacy; and humane education. The Animal Cruelty Prevention Act mandates the Society to enforce animal cruelty laws, making the Nova Scotia SPCA unique among animal welfare organizations in the province.