

*** FOR IMMEDIATE RELEASE ***



July 23, 2018

A COMMUNITY CENTER FOR OLDER ADULTS

Contact: **Barbara Estes**
251.470.5229
bestes@viamobile.org

**DEANNA MURPHY NAMED EXECUTIVE DIRECTOR
OF VIA HEALTH, FITNESS AND ENRICHMENT CENTER**

The Via Center Board of Directors has named long-time Executive Manager Deanna Murphy as the organization's Executive Director. Murphy previously served as Director of Membership and Center Director for more than seven years. She has served as Interim Executive Director since April of 2017.

"Our organization continues to move in a positive direction," Board President Ola Anise (Azalea City Credit Union) said. "Opening on Saturdays, increasing community programs, such as Pickleball, and our future Veterans Daycare program are all new initiatives that are growing Via," he continued. "Deanna is the right person to lead our organization as we serve our new members, part of our 50% increase in membership in the last 8 years," he concluded.

Murphy has a business degree and 20 years of experience in organizational management, finance and operations in both the private and public sectors. Past positions have included management for national retail and clothing manufacturers and business management at the Mobile-based Murray House assisted living facility.

"I'm eager to lead and grow our new programs at Via," said Murphy. "I look forward to working with our leadership, staff, membership and the community to continue to be a community-based Center, meeting the needs of members and our citizens," she added.

The Via Center serves more than 49,000 members and community users through health, fitness and enrichment programs and Community Needs Division services.

###

Senior Citizens Services, Inc. (SCS) was one of the first five senior programs funded in Alabama through the Older Americans Act. SCS was established in 1971 to help older adults live independently in their own neighborhoods, with access to the resources they need. SCS operates the Via Health, Fitness and Enrichment Center (Via Center), a 42,000 square foot community-based center for older adults, promoting mental and physical health, continuous learning and socialization. The Via Center provides more than 60 health, fitness and enrichment programs. The Community Needs Division manages: the Grandfriends Adult Daycare Program; an Emergency Food Pantry; an Emergency Resource Center; transportation services; Information & Referral; specialized Veterans programs; an annual Healthy Living Expo; and a community Rental Program.

Leadership: Ola Anise (President), Azalea City Credit Union; Ben Meisler (In-coming President), Holiday Inn Express; Cathy Wagner (Treasurer), Community Volunteer; Jani Handwerger (Secretary), Community Volunteer; Randy Fausak, Fausak Tires (retired); Audrey Goldberg, Community Volunteer; Dr. Roma Stovall Hanks, Professor and Department Chair, Sociology, Anthropology & Social Work, USA Programs in Gerontology; F. Grey Redditt, Jr., Maynard, Cooper & Gale, P.C.; Beth Thomas, Alabama Power; Ellen Alves, Your Premier Healthcare; Charlie Brown, Century Bank; Melissa Zoghby, Independent CPA; Dr. Norman Berger, DDS Dentistry; Tim Gaston, Smith, Dukes & Buckalew, LLP; Dr. Michael Maitre, Jr.; Mr. Selwyn H. Turner, III, SCRG, LLC; Arlene Mitchel, Community Philanthropist; Herbert Meisler, Community Philanthropist.