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VIVALON ANNOUNCES APPOINTMENT OF DAN REIDY TO BOARD OF DIRECTORS

*Reidy, A Marketing And Communications Leader For Over 30 Years,
Brings Strategic Expertise to Vivalon’s Board of Directors*

San Rafael, Calif. (August 28, 2024) – [Vivalon](http://www.vivalon.org) (formerly known as Whistlestop), a San Rafael-based nonprofit that advances independence, health and quality of life for older adults and people with disabilities, today announced the appointment of Dan Reidy to Vivalon’s board of directors.



*Dan Reidy, new Vivalon Board of
Directors Member*

Reidy has been a marketing and communications leader for over 30 years. In 2002, he co-founded Reidy Communications, a communications agency that has worked with a variety of established brands and dynamic upstarts, including Salesforce, Elastic, Zuora, Okta, and more. Prior to co-founding Reidy Communications, Reidy ran marketing and public relations for supply chain analytics start-up Rapt (acquired by Microsoft). He also held senior communications roles at integration software provider CrossWorlds Software (acquired by IBM) and at early enterprise resource planning leader Baan Company. Additionally, Reidy helped launch Andersen Consulting’s (now Accenture) vertical industry and technology communications program.

Reidy volunteers locally and nationally for several causes, including Brady: United Against Gun Violence, a nonprofit organization that advocates for gun control and against gun violence. He also served as a construction volunteer for Hurricane Katrina relief in New Orleans. Reidy holds a Bachelor of Arts degree in business/marketing from the University of Notre Dame.

“Across the U.S., older adults are struggling with loneliness at exactly the time when our culture is more ‘connected’ than ever. Vivalon can serve as an example of how we want to support aging communities in fulfilling ways,” said Dan Reidy, Vivalon board member.

To learn more about Vivalon, please visit www.vivalon.org.

MEDIA PLEASE NOTE: For additional information or to request an interview with Dan Reidy, please contact Gus Nodal at (415) 609-3438 or gus.nodal@gmail.com.

ABOUT VIVALON

Vivalon (formerly known as Whistlestop) has served as Marin County’s gathering place for healthy aging for 70 years. As the largest nonprofit serving older adults and people with disabilities in Marin County, Vivalon helps these valuable community members stay healthy, active, connected, and informed with classes, workshops, and activities at its Healthy Aging Center; nutrition services such as home-delivered meals through its Meals on Wheels and Vivalon Nourish programs, nutritious prepared meals at its Vivalon Café, and groceries to prepare home cooked meals from its Brown Bag Pantry; and a variety of

(more)

medical and specialized transportation services. In addition to serving the needs of older adults and individuals living with disabilities, Vivalon provides services for other vulnerable populations, such as those with chronic health challenges. Vivalon opened the doors to its new Healthy Aging Campus on Jan. 2, 2024. For more information about Vivalon, please visit www.vivalon.org and www.vivalon.org/open.

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