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FOR IMMEDIATE RELEASE

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SAMA APPOINTS IEVA GRIMM TO BOARD OF TRUSTEES

Loretto – The Southern Alleghenies Museum of Art is pleased to announce the addition of Ieva Grimm to its Board of Trustees.

Grimm, of Duncansville, is owner and president of SYNERGΣ, specializing in convenience retail operations turnaround and innovation. Prior to founding SYNERGΣ, Grimm was a Senior Director of Education Services at National Association of Convenience Stores and spent more than 13 years at Sheetz, Inc. leading new concept development and market research. In addition to her volunteer work with SAMA and past tenure on its Board of Trustees, Grimm lends her creativity to multiple other local organizations and initiatives such as WeCare, Hollidaysburg Tiger Pride Day Initiative and the Central Pennsylvania Humane Society.

“We are pleased that Ieva Grimm has rejoined our leadership team,” said SAMA Executive Director G. Gary Moyer. “Fellow board members and the Museum staff look forward to working with her to address the challenges we face and to capitalize on the opportunities that are ahead. Grimm brings a combination of business savvy, community involvement and an interest in the arts that will serve her well as trustee. We are fortunate to have talented individuals like Ieva Grimm leading the Museum and helping us to establish a legacy for the people of this region.”