



## **New Board Leadership for Gift for Life**

*—Industry leaders George Kacic, Matt Katzenson take key positions—*

FOR IMMEDIATE RELEASE

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March 30, 2017— Gift for Life, the gift and home industries' sole charitable organization, announced today a transition in leadership, effective immediately, following the election of new officers. George Kacic takes over as chair of the board, replacing Frank Joens who served in the role since 2015; and Matt Katzenson is the newly elected vice chair.

George Kacic is executive vice president of Retail Services at AmericasMart Atlanta. He is responsible for the direction and execution of all retail and design outreach and engagement programming supporting AmericasMart's 16 annual markets with a primary concentration on key accounts, buying groups and professional organizations. Kacic served as vice chair of Gift for Life from 2015-2017 and has been a board member since 2010.

Matt Katzenson is founder and CEO of Fine Lines, a manufacturer's rep agency that manages business in the 13 U.S. western states. In addition to his role as vice chair, Katzenson also is co-manages Gift for Life's Cause Marketing committee. Katzenson, who has been a board member since 2013, will become chair of the board in 2019, when Kacic's term as chair expires.

"It is both an honor and challenge for me to help guide Gift for Life's next 25 years of service to humanity," said Kacic. "The talent, vision and passion present in the Gift for Life Board is unprecedented, and I certainly welcome this opportunity to lead that charge." Kacic also added special thanks to outgoing chair Frank Joens for his amazing service and dedication.

Each year, Gift for Life hosts events throughout the U.S. benefitting DIFFA: Design Industries Foundation Fighting AIDS. The primary mission of Gift for Life and DIFFA is to eradicate the AIDS pandemic in the U.S. Working together, Gift for Life and DIFFA will continue to raise funds for HIV/AIDS service and education programs. For additional information please visit [www.giftforlife.org](http://www.giftforlife.org). Follow Gift for Life's efforts via its free e-newsletter, available at [http://www.giftforlife.org/about\\_gfl/press-releases-and-newsletters/](http://www.giftforlife.org/about_gfl/press-releases-and-newsletters/).

**ABOUT GIFT FOR LIFE and DIFFA**

*Gift for Life unites the gift and home industries against AIDS with more than \$5 million raised since its inception in 1992. In 2008, Gift for Life selected DIFFA: Design Industries Foundation Fighting AIDS, one of the largest funders of HIV/AIDS service and education programs in the U.S., as its main charity partner. Since its founding in 1984, DIFFA has mobilized the immense resources of the design communities to provide more than \$40 million to hundreds of AIDS organizations nationwide. More information is available at [www.giftforlife.org](http://www.giftforlife.org) and at [www.diffa.org](http://www.diffa.org).*

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