



For Immediate Release

Contact:
Maggie DeCan
770-992-4339 x202
mdecan@cdakids.org

**Children's Development Academy (CDA) Welcomes
New Director of Marketing and Communications**

Roswell, GA (June 22, 2021) – The Children's Development Academy (CDA) welcomed Sheila Sillitto as the new Director of Marketing and Communications. In her new role, Sillitto will focus on advancing the mission of the CDA through marketing, communications and special events.

Prior to joining the CDA, Sillitto spent the last three years at North Fulton Community Charities (NFCC). While at NFCC, Sillitto was responsible for the development and implementation of strategic marketing initiatives. She has over 20 years of experience in marketing, development and event planning.

"I have been a fan of the CDA for a long time and I am thrilled to be working to advance the mission at one of the oldest nonprofits in North Fulton," said Sillitto. "They have an amazing staff and board of directors in place at the CDA and I look forward to joining them in a good work they are doing."

"We are excited to have Sheila join the CDA," said CDA CEO and Executive Director Maggie DeCan. "She brings years of experience in marketing and development to our team and we look forward to working together to afford all children in our community high-quality early education."

"I'm excited that Sheila comes to us from North Fulton Community Charities, one of our sister nonprofits in Roswell," said CDA Board of Directors Chair Carlyle Douglas. "The CDA and NFCC have a long history of working together to support our community and I'm happy to see those synergies continue."

"Knowing Sheila's strengths and the impact she made on NFCC over the past several years, I am confident that she will lead CDA's development team to new levels," said NFCC Executive Director Holly

M. York. “We are reluctant to lose her, but know that this will strengthen our partnership and commitment to serving our community.”

Sillitto lives in Roswell with her husband Christopher and their two children, Peter and Lucy.

To learn more about the CDA visit cdakids.org.

About CDA: Children’s Development Academy (CDA) is a non-profit organization in Roswell, Georgia providing high-quality early care and learning to at-risk children in the greater north metro arc. Services enable families to work and contribute to Georgia’s economy while their children are gaining the skills needed to be successful in school and life. The CDA provides a NAEYC accredited Three Star Quality rated program that teaches children the social, emotional and academic skills needed to excel. Founded in 1968 by a group of early pioneers in school readiness movement, the CDA grew from a home basement, to a church, to a community building located in the Historic Grove Way in Roswell. The Center opened in 1976. Currently the CDA serves 250 children ages 1 to 5 years in ten designated classrooms.

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PHOTO ATTACHED: Sheila Sillitto on CDA’s playground with one of CDA’s Summer Program Classes.

