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### **Prevent Child Abuse-New Jersey Board of Directors Announces Retirement of Executive Director, Rush L. Russell**

NEW BRUNSWICK, NJ – February 1, 2021 – With deep gratitude for his leadership and vision, the Board of Directors of Prevent Child Abuse-New Jersey (PCA-NJ) announced that the nonprofit organization's Executive Director, Rush L. Russell, will retire on April 2, 2021. Mr. Russell's decision to retire will bring to a close a remarkable 12 years of service to PCA-NJ.

Board President Robert Rotondi stated, "Children and families from New Jersey and throughout the country have benefited from Rush's expertise, leadership and determination to support effective strategies to prevent all forms of child maltreatment. The PCA-NJ Board, staff and our many partners feel privileged to have worked with Rush and are enormously grateful to him for his myriad contributions." The Board also recognized Rush for his successful efforts to build a stronger financial foundation that will sustain the agency's mission into the future.

"It has been my great honor to serve as the leader of PCA-NJ since 2009. I am proud of the organization we are today and the impact we've had to build a brighter future for children and prevent child abuse before it ever happens. PCA-NJ in 2021 represents the collective efforts of a dedicated Board of Directors, a remarkably talented and dedicated staff, and many valued partners who have inspired us to think creatively and explore new directions. I could not be more excited about what lies ahead for this outstanding agency," said Mr. Russell.

During Rush's tenure, PCA-NJ launched new initiatives addressing substance abuse, human trafficking, emotional abuse, child sexual abuse, improving quality of early childhood education, Adverse Childhood Experiences (ACEs) education, and trauma and resilience. Perhaps the most tangible part of Rush's legacy is the creation in 2019 of PCA-NJ's nonprofit subsidiary, the Child Wellness Institute (ChildWIN), to build resilience and social-emotional health within children and families.

The PCA-NJ Board of Directors is conducting a search for a new executive director and will work with its senior staff to ensure a smooth transition.

For more information about PCA-NJ and ChildWIN, please visit [www.preventchildabusej.org](http://www.preventchildabusej.org) and [www.childwin.org](http://www.childwin.org) or call 732-484-9977.

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Prevent Child Abuse-New Jersey builds a brighter future for children by promoting Great Childhoods, positive parenting and healthy child development. PCA-NJ educates parents, provides technical assistance to youth/family serving organization and schools, and keeps community members informed. PCA-NJ is the New Jersey State Chapter of Prevent Child Abuse America, a network of chapters throughout the United States.

[www.preventchildabusej.org](http://www.preventchildabusej.org)