



PRESS RELEASE

From the Delaware & Lehigh National Heritage Corridor

For more information, please contact:

Elissa Garofalo, Executive Director
Delaware & Lehigh National Heritage Corridor
2750 Hugh Moore Park Rd. Easton, PA
610.923.3548 ex: 223 or elissa@delawareandlehigh.org

FOR IMMEDIATE RELEASE

June 26, 2019

New Community Engagement Manager Hired by Delaware & Lehigh National Heritage Corridor

Easton, Pa. – The Delaware & Lehigh National Heritage Corridor recently hired Miranda Alvarez as Community Engagement Manager. In this role, Miranda manages communications, media relations, Google AdWords, event promotions, and social media. Additionally, she oversees volunteer engagement for the nonprofit, including the management of the D&L Ambassador program.

Miranda comes to the D&L with demonstrated experience working in public relations, marketing, and editorial. She served as Communications lead for the Chesapeake Conference in Columbia, Md., where she assisted in strategic planning, promotion, social media, and print coverage of major events. She developed and distributed the Chesapeake Conference social media and weekly *Currents* newsletter and designed promotional flyers and event programs.

Prior to that, the Northampton County native served as a public relations intern at Lehigh Mining and Navigation in Bethlehem, where she assisted in copywriting, editing, and pitching stories to secure earned media coverage. Highlights include landing a client a feature as one of *Lehigh Valley Style's* Men of Style and securing Telemundo 65's coverage of ArtsQuest's SoccerFest.

Miranda holds a Bachelor of Arts Degree in English literature and media studies from Cedar Crest College. She served as Editor in Chief of *The Crestiad* college newspaper and marketing assistant for the college's Performing Arts department.

ABOUT THE DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR

The Delaware & Lehigh National Heritage Corridor is a 501(c)3 non-profit organization that preserves the historic pathway that carried coal and iron from Wilkes-Barre to Bristol Borough. Today, the D&L Trail connects people to nature and the environment, industrial heritage, health and wellness and economic development.

###