



BOYS & GIRLS CLUBS
OF CENTRAL FLORIDA

FOR IMMEDIATE RELEASE

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**Boys & Girls Clubs of Central Florida Welcomes Dani Moritz
as New Vice President of Marketing & Community Relations**

Orlando, FL (August 19, 2024) – Boys & Girls Clubs of Central Florida (BGCCF) is proud to announce the appointment of Dani Moritz as the new Vice President of Marketing & Community Relations.

Moritz, an Osceola County resident, brings a wealth of experience in strategic marketing and communications within the Central Florida non-profit sector, having most recently served as the Director of Marketing and Communications at Heart of Florida United Way (HFUW). Previously, she served in roles at Valencia College, Disney Vacation Club, and Sidelines Magazine.

Moritz has a master's in strategic leadership from Stephens College and a bachelor's in communications and Equine General Studies from William Woods University. She's the mother of one daughter, Sagan.

Her progressive leadership experience includes strategic, multi-faceted marketing and communications campaigns that have bolstered brand visibility and engagement within diverse audiences.

"We are thrilled to welcome Dani to our organization," said Jamie Merrill, President & CEO of Boys & Girls Clubs of Central Florida. "Her proven track record in strategic marketing and her passion for community engagement will be invaluable as we continue to grow and expand our impact on the lives of young people across Central Florida."

In her new role, Moritz will support the modernization of Florida's largest Boys & Girls Clubs organization—as BGCCF continues to expand within Orange, Osceola, Seminole, Lake, and Brevard Counties. Last year, BGCCF served more than 12,000 children, offering them academic support, extracurricular enrichment and positive adult role models during non-school hours. The Clubs are located in neighborhoods that rank, on average, at the 80th percentile for household poverty nationally.

"It's truly a privilege to join BGCCF and to contribute to an organization that is so deeply committed to empowering youth in our community," said Moritz. "I look forward to leveraging my experience to amplify the incredible work being done here and to engage even more supporters in our mission."

About Boys & Girls Clubs of Central Florida:

Since 1944, Boys & Girls Clubs of Central Florida has provided at-risk children, ages 6 - 18, with a safe place to learn and grow during the non-school hours. Our membership totals more than 12,000 young people at 42 Clubs and middle school sites in 6 counties. The mission of Boys & Girls Clubs of Central Florida is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens. Learn more www.bgccf.org or facebook.com/bgccf.

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