



7371 Atlas Walk Way, #212  
Gainesville, VA 20155

FOR IMMEDIATE RELEASE  
September 12, 2019  
Contact: Laura Baughman  
202-293-7640  
Laura@kittencoalition.org

## **The National Kitten Coalition Names Executive Director**

*Longtime nonprofit executive Lora O'Connor joins leading nonprofit*

September 12, 2019 – Gainesville, VA – The National Kitten Coalition today announced Lora O'Connor as its new Executive Director, effective September 16, 2019. Ms. O'Connor joins The National Kitten Coalition after 16 years of service to the Humane Society of Western Montana, in Missoula, eight of those years as the organization's Executive Director.

With nearly two decades of experience in nonprofit work and management, Ms. O'Connor has significant knowledge working with diverse communities and has become a leader in fostering strategic partnerships that promote animal welfare.

"With careful planning and teamwork Lora transformed a small local shelter into a well-respected, innovative organization with a broader reach," said Rosemarie Crawford, the President of The National Kitten Coalition Board. "I am confident that her experience has provided her with the strategic insight she needs to take NKC to the next level. We look forward to working with Lora."

Now in its 11<sup>th</sup> year, The National Kitten Coalition ([www.kittencoalition.org](http://www.kittencoalition.org)) is a leading education-focused nonprofit dedicated to increasing the survival rate of kittens. It provides training to animal shelter staff, rescue groups, the veterinary community, volunteers and fosters on high-quality, cost-effective care. The organization also extends outreach and educational materials to animal welfare professionals and the public, and promotes cooperation and information sharing within the animal welfare community.

As Executive Director, Ms. O'Connor will advance the mission and vision of The National Kitten Coalition, providing strategic leadership in the areas of development, operation and administration. "Needless to say, it was a homeless kitten that I fostered that first launched me into a career in animal welfare. I have long respected the commitment the NKC team has to saving kitten lives by disseminating nationally – even internationally -- practical, high-quality information kitten caregivers need to save lives of at-risk kittens. I'm so thrilled to be part of the NKC team."

Ms. O'Connor holds a Bachelor of Arts in Psychology from Michigan State University. She will succeed Laura Baughman, who has served as NKC's Executive Director for the last two years and will work closely with Lora going forward on development activities for NKC.

Lora can be reached by email at [Lora@kittencoalition.org](mailto:Lora@kittencoalition.org).

###

