



FOR IMMEDIATE RELEASE

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East House Welcomes New President/CEO

Gregory Soehner has been appointed President/CEO of East House. Soehner enters East House with more than twenty-five years' experience in health care and human services. His previous positions include Director of Corporate and Foundation Relations at Nazareth College, Deputy Director of Addiction Services at the Health Association, Administrator of the Park Ridge Mental Health Center, and Executive Director of Planned Parenthood of Rochester. Soehner replaces Jim Sorrentino, who is stepping down after serving as President /CEO of East House since 1980.

"I had the pleasure of meeting and learning more about Greg during the selection process," stated Patrice Scheg, Board member and Chair of the Executive Search Committee for East House. "I am impressed with his comprehensive experience and his affinity for the mission of East House. Greg will be a capable, personable and enthusiastic leader who will help the organization continue to grow. He has just the right expertise to assure that those in need will continue to find hope at East House."

"I have a strong personal commitment to community-based care for people suffering from mental illness or chemical addictions," said Soehner. "East House is an exemplary community-based organization, providing effective, client-centered care in our community for over 40 years. I look forward to supporting and strengthening the efforts of the East House community, allowing every client to experience a more productive, satisfying and independent life."

Soehner holds a Bachelor's Degree in Psychology from the University of Rochester, a Master's degree in Clinical Psychology from Loyola College, and a Master's Degree in Marriage and Family Therapy from Hahnemann Medical College. He will begin employment with East House on September 15, 2008.

Founded in 1966, East House provides residential, rehabilitation and support services to individuals recovering from mental illness and/or chemical dependency. East House serves more than 1,300 clients and their families each year and is funded by New York State, Monroe County, United Way, client fees and donations. For more information, contact Anne Mc Kenna at (585) 256-3800, ext. 213.

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