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## KC STREETCAR AUTHORITY HIRES MARKETING AND COMMUNICATIONS COORDINATOR

Kansas City, Mo. – The Kansas City Streetcar Authority (KCSA) is pleased to announce the hiring of Donna Mandelbaum to serve as the Authority’s newly created marketing and communications coordinator. Mandelbaum brings to the Authority 16 years of professional experience in public policy and communications, Kansas City municipal government, and on-the-ground experience with the KC Streetcar supporting public communications, stakeholder involvement, and social media duties.

“Donna’s direct experience with the streetcar project and her strong relationships and track record with downtown business owners and stakeholders set her apart. Her experience and skill set will be invaluable for ensuring a high-level of continued customer support and a smooth transition to operations of service in the coming months,” said Tom Gerend, KCSA Executive Director.

In her new role, Mandelbaum will be managing KCSA’s day-to-day public communications programs including KCSA’s advertising and sponsorship efforts and the development of a new streetcar website and related safety campaigns.

Mandelbaum will be stepping down from her current role with Parson + Associates where her most recent work placed her with the KC Streetcar Constructors, supporting day-to-day public involvement, social media, and stakeholder coordination activities. Prior to her work with Parson + Associates, Mandelbaum led Libretto Communications which specialized in public involvement and marketing, as well as leading a communications team as a member of the City of Kansas City, Missouri’s Capital Improvements Management Office. Mandelbaum plans to start fulltime with KCSA in early August.

The KC Streetcar is a modern-streetcar system currently under construction in downtown Kansas City, Missouri. The KC Streetcar is anticipated to open to the public in 2016.

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If you would like more information about this topic, please contact Tom Gerend, Executive Director of KC Streetcar Authority at 816-859-7040 or email at tgerend@kcstreetcar.org.