

NEWS RELEASE

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Housing Commission names Maria Velasquez to newly created position of Vice President Community Relations

SAN DIEGO – Maria Velasquez, a recognized San Diegan who has garnered community and professional awards for her contributions in community outreach, public affairs, and television news, has been named to fill the newly-created position of Vice President of Community Relations for the San Diego Housing Commission.

“Maria exemplifies the professional leadership required for our organization and combined with her vast communications experience and comprehensive understanding of our San Diego community she will be a valuable asset to our management team,” said Rick Gentry, President & CEO of the San Diego Housing Commission.

Velasquez’ new responsibilities include planning, directing and implementing comprehensive outreach programs and activities in the areas of community, government and media relations.

Most recently, Velasquez headed the communications division of the 300-member public law firm in the San Diego City Attorney’s Office, working under two administrations from 2001-2008. One of her major accomplishments was the conceptualization and development of a complete media strategy for the pioneering San Diego Family Justice Center that included national exposure on the *Oprah* Show.

Velasquez is an Emmy award-winning journalist and producer, (1984-2001). As Director of Public Affairs for KFMB-TV 8, Velasquez played a major role in developing successful community partnerships for the station’s marketing campaigns.

Velasquez’ career is grounded in a strong sense of community, having served as the Chair of the City of San Diego’s Commission on the Status of Women (1994). She was also the inspiration for the creation of the “*100 Portraits: Pioneers, Visionaries & Role Models*” book and photographic exhibit which recognized the contributions made by San Diego’s Mexican-American community.

The San Diego Housing Commission is a public agency working to expand affordable housing opportunities in the City of San Diego. Each year, the agency helps 80,000 low-income individuals with affordable housing through award-winning programs that benefit the city's economy and revitalize neighborhoods. The Housing Commission also finances affordable housing development and advises the San Diego City Council on housing policy matters.

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