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**For Immediate Release**



## **CASA of Los Angeles Appoints New Executive Director**

### **Dilys Tosteson Garcia to Lead Non-Profit's New Expansion Initiative**

**LOS ANGELES (July 06, 2010)** – CASA of Los Angeles (CASA/LA) announces that Dilys Tosteson Garcia has been appointed as the prominent non-profit organization's Executive Director. Founded in 1978, CASA (Court Appointed Special Advocates) is dedicated to improving the lives of children in the dependency court system through trained volunteer advocates who are supported by a professional staff.

Ms. Garcia, an experienced senior manager from the private sector, will head CASA/LA's expansion plan expected to roll out through 2011. The organization lost all Los Angeles Superior Court funding earlier this year and has reorganized as a 100% self-supporting, non-profit entity. CASA/LA currently serves 500 children annually with 350 volunteers. More than 27,000 children in Los Angeles County are under the supervision of the Court because of abuse, neglect or abandonment. Most live in foster care and do not return to their birth families, making them more likely than other children to face unemployment, homelessness, incarceration and suicide as young adults.

"It's an honor for me to be able to assist CASA of Los Angeles in its deeply important work in our community," said Ms. Garcia. "Our goal is to double the number of children we serve over the next 18 months, "To do this, we need to substantially increase the number of trained volunteers that we place as advocates of these neglected kids who desperately need help navigating the juvenile court system."

Prior to joining CASA/LA, Ms. Garcia headed Garcia & Associates, a successful business consulting practice serving start-up and early growth companies in southern California. From 2003 to 2007, Ms. Garcia served as COO and then President/CEO of La Agencia de Orcí & Asociados (LADO) a leading independent and Latino-owned advertising and marketing agency targeting U.S. Hispanic consumers. The agency's clients then included Verizon, Allstate and American Honda. Ms. Garcia led this advertising company of 100+ employees in three offices (Los Angeles, New York, and Chicago) through a four-year transition and restructuring. Prior to LADO, she developed targeted communications programs for African American, Asian/Pacific Islander, Latino, and other specialty markets such as seniors and teens. As an independent consultant, her client list included high profile brands such as Wells Fargo, Disney Consumer Products and Pacific Bell as well as public sector clients like Los Angeles County Department of Health Services, The Emancipation Partnership and Casey Family Programs. She also held positions of Western Regional National Sales Manager for Radio Unica Network and Sales & Marketing Director for Vista Magazine. Ms. Garcia earned her bachelor's degree in Latin American studies from Yale University, her master's degree in Latin American history from Stanford University and a Management Certificate from the Anderson School of Management at UCLA.

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