

*Children's Friend and Family Services*

For immediate release  
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**Monique da Silva Joins Children's Friend and Family Services Board of Directors**

Manning Selvage & Lee (MS&L) PR veteran Monique da Silva has been elected to the board of directors of Children's Friend and Family Services, one of the oldest charities in the country dedicated to strengthening children and families in Essex County.

"Monique brings an array of talents in public relations and healthcare to our board which will greatly assist us as we grow," says Children's Friend and Family Services Executive Director Steve Schaffer.

"I wanted to get involved with a non-profit healthcare organization that is making a difference locally. Through my involvement with The Boston Club, I learned about Children's Friend and Family Services," said da Silva, who has already joined the Development Committee and Strategic Planning Committee. "I look forward to working with the rest of the board and the dedicated Children's Friend staff during this exciting time of growth for the organization."

Monique leads the Global Healthcare Practice for Manning Selvage & Lee, a global public relations agency with an office in Boston. She is responsible for building a strong healthcare network of talent and business for the agency's healthcare practice outside of North America and continually seeking out new and innovative services for healthcare clients. She works closely with a variety of global healthcare companies in New England, including Philips Medical Systems, sanofi-aventis and Biogen Idec.

She has helped leading healthcare brands build and protect their reputation through aggressive internal and external stakeholder outreach. She has experience working with a wide range of stakeholder groups in the areas of mental health, women's health, oncology, cardiology and medical technology. Her work in these areas has been recognized by PR industry organizations as best-in-class, winning more than 22 PR industry awards.

Monique is an active member of The Boston Club, serving both on the Non-Profit Board Resource Committee and The Mentor Program. She is also a member of Healthcare Business Women's Association, MassMEDIC, the Paul Revere Dinner Group and Boston's Women Business Communicators. She has a B.A. from Bowdoin College in Brunswick, Maine. She speaks fluent Dutch. Monique and her family live in Newburyport.

### **About Children's Friend and Family Services**

Children's Friend and Family Services is a private, nonprofit organization committed to providing innovative, community-based counseling and related support services for youth in Essex County. Children's Friend and Family Services serves more than 5,000 children and family members each year through a variety of programs and services available at our Salem center and offices in Lynn, Gloucester, Amesbury and Lawrence. The licensed mental health professionals, mentors, volunteers and staff at Children's Friend and Family Services are dedicated to delivering innovative care that meets the evolving needs of the communities it serves. For more information, please visit [www.childrensfriend.net](http://www.childrensfriend.net).