The Mental Health Association in New Jersey (MHANJ) is pleased to announce the appointment of John P. Lonsdorf to its Board of Trustees

CEO Emeritus of Bridgewater-based R&J Strategic Communications, Mr. Lonsdorf is a recognized leader in the public relations and marketing communications fields and a 2019 inductee into the New Jersey Advertising Hall of Fame. He founded R&J in 1986 and has built the agency into one of the region's leading strategic communications consultancies – now celebrating its milestone 40th anniversary.

Mr. Lonsdorf has authored numerous articles on brand building and the role of public relations and the importance of integrated marketing. He has been a speaker and presenter at national conferences and symposia. He has previously served on the boards of Integrity House, the New Jersey Advertising Club, Ammon Foundation and the American Diabetes Foundation.

"John has been a valued consultant and volunteer with MHANJ for several years, and we have long appreciated the enthusiasm and thoughtful perspective he brings to our work. His knowledge of strategic public relations combined with his commitment to our mission is a tremendous asset to our Board," stated Carolyn Beauchamp, MHANJ's President and CEO.

About the Mental Health Association in New Jersey
Headquartered in Springfield, MHANJ is a statewide nonprofit organization dedicated to helping individuals achieve victory over mental illness and substance use disorders through advocacy, education, training, and services. For more information, please visit https://www.mhanj.org.