



FOR IMMEDIATE RELEASE

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**Natural Resources Appoints Alice Light as Executive Director**

*San Francisco's premiere parent resource center enters fourth decade with new leadership and renewed commitment to city's young families*

Natural Resources, the Mission-based parent resource center established more than 30 years ago, named Alice Light as its executive director.

Ms. Light first encountered Natural Resources during her own journey to parenthood. She is an urban planner and designer, certified yoga teacher, and family advocate who brings together a wide array of skills to benefit Natural Resources and our city's new families. She is a graduate of Yale University with a Masters in City Planning from UC-Berkeley and served for five years as Director of Community Planning for TODCO, a nonprofit housing developer for underserved communities in the South of Market neighborhood.

"Natural Resources was a vital touchstone for me during my pregnancies and I look forward to making sure it continues to provide support, education and community to San Francisco's young families," said Ms. Light. "As other, similar centers leave the city, it becomes all the more critical that we remain. Birth outcomes meaningfully improve when women have access to education and support. As long as San Francisco is home to residents who are having babies, and to families with young children, we need Natural Resources to thrive."

Ms. Light joins Bobbi Williams, Natural Resources' Director of Operations for the past 10 years. Together they operate and coordinate Natural Resource's retail store, class and workshop offerings, and trainings for birth professionals.

Natural Resources is also pleased to announce Tracy Massillon, RN, IBCLC as the president of its Board of Directors. She takes over from Ginny Zeppa whose vision and efforts established the Natural Resources All Families Foundation.

Natural Resources, established in 1988, is a parent resource center dedicated to nurturing all families from pregnancy through early childhood. The Natural Resources All Families Foundation was established as a 501(c)3 in 2016 to serve new families through education, empowerment, and community. Natural Resources offers holistic classes, the safest, most effective products, and a warm and inclusive community.

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