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FOR IMMEDIATE RELEASE

New Leadership at the Charles River Conservancy

CAMBRIDGE, April 25, 2018 -The Charles River Conservancy, an 18-year-old non-profit, announces the appointment of a new Executive Director. Laura Jasinski, an urban planner with ten years of experience in development and activation of urban open space, will officially take over from Renata von Tscharnner, the Founding President, on June 1st.

Most recently, Ms. Jasinski served as the Associate Director of the Boston Waterfront Initiative with the Trustees of Reservations, an effort to build world-class, resilient open space on the Boston Harbor. Previously, she was the Director of Programs and Planning for the Rose Kennedy Greenway Conservancy where she managed significant improvements and installations, including the monumental aerial sculpture by Janet Echelman, *As If It Were Already Here*. In addition, her team facilitated over 400 free, public programs each year and was responsible for earned income initiatives on the Greenway, generating over \$700,000 annually to support park operations.

“The Board could not be happier that our thorough search resulted in finding Laura,” said Jennifer Gilbert, Charles River Conservancy Board Member who chaired the search committee. “She brings to the CRC both heart in her passion for parks and mind in her experience with projects like the Greenway carousel and Echelman sculpture which have delighted us all. We know many Boston-area non-profits are facing the retirement of their long-time leaders. While change is not always easy, we feel incredibly fortunate and energized to be moving into our next phase with Laura as our next leader.”

Likewise, Jesse Brackenbury, Executive Director of the Rose Kennedy Greenway Conservancy, thinks this appointment is a perfect match. “Laura brings her unique experience and deep commitment to open space activation to the Charles River Conservancy. I look forward to seeing her lead the organization to the next phase of success.”

Jasinski is taking over a strong and vibrant organization known for the development of the Lynch Family Skatepark, its landmark volunteer program that engages over 2,000 participants annually, advocacy for bike and pedestrian connectivity as part of MassDOT’s I-90 Interchange Improvement Project, and more recently plans to bring a Swim Park to the Charles River. She will continue the Conservancy’s mission of making the parklands more active, attractive and accessible for all.

“Laura takes on a strong and well-respected organization and she will be able to grow it further and imprint it with her own personal style,” said Kathy Abbott, President of Boston Harbor Now. Abbot has known both Laura and Renata for several years and is familiar with the challenges of leadership transitions and of running a non-profit organization that works with multiple public agencies and many stakeholders. “I am looking forward to working with Laura as our two water bodies are touching and are both crucial to the livability and vitality of the Greater Boston region”.

This transition and the retirement of von Tscharner will be celebrated with a gala on June 2nd at Annenberg Hall when Laura will be inaugurated. “I feel the Charles River Conservancy has been like a child I put into this world,” expressed von Tscharner. “I nurtured it for 18 years and will now step back onto the Advisory Board. Passing the leadership role into Laura Jasinski’s caring and competent hands fills me with great satisfaction and confidence for the future.”

Jasinski, who holds a BA in Architectural Studies and an MA in Urban and Environmental Policy and Planning from Tufts University, is also a former co-captain of the Tufts Women’s Basketball team and a long-time athlete. She has trained for several half marathons and the 2016 Boston Marathon along the Charles River. “The Charles River and its surrounding public space is a defining landmark and asset of the Boston region and a place of personal significance,” said Jasinski. “I look forward to building on the CRC’s successful track record and to working with DCR and the surrounding communities to create new physical and cultural connections along the river. There are so many special places along the Charles to celebrate.”

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About the Charles River Conservancy: The Charles River Conservancy is dedicated to the stewardship, renewal, and enhancement of the urban parklands along the Charles River, for the enjoyment of all. The Conservancy promotes the active use and vitality of the parklands, increases recreational and cultural opportunities, and works to ensure the beauty and integrity of this extraordinary public resource.

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