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F.Y. Eye Announces New Executive Director
To Lead NYC’s Nonprofit Social Impact Media Organization

New York, N.Y. – June 26, 2023 – The Board of Directors of F.Y. Eye, a nonprofit social impact media organization committed to disseminating and developing creative, community-driven public service announcements (PSAs), is proud to announce Christina Daigneault will serve as its next Executive Director.

Christina Daigneault is an accomplished non-profit leader, award-winning communications executive, and attorney dedicated to advancing positive social impact and equitable access to information. With over twenty years of experience, she joins F.Y. Eye from her position as Director of Communications at Coalition for Headache and Migraine Patients (CHAMP), where she led national public health campaigns including public service announcements, earned media, and patient education that collectively reached over 50 million people.

Prior to CHAMP, Christina ran a NYC-based public relations firm that represented some of the city’s most iconic cultural, educational, and community-based organizations working to advance issues including public health, access to the arts, social justice, and economic empowerment. She is also a mediator and was awarded the Ariane de Rothschild Fellowship for positive social impact and cross-cultural dialogue.

“We are thrilled to welcome Christina to our organization as we seek to expand equitable access to information in communities across New York,” explained Mark Cohen, F.Y. Eye Board Member. “She is deeply committed to empowering communities to take control of their own narratives and bringing critical issues to the forefront of public discourse.”

As Executive Director, Christina will work closely with staff and the F.Y. Eye Board to ensure the organization continues serving nonprofits, civic leaders, and government agencies to build public awareness about critical resources, programs, and messages. Under her leadership, F.Y. Eye is poised to significantly expand its community media cooperative, the PSA Network, and further center the narratives of NYC communities through the power of media and design in pursuit of a more inclusive democracy.

“In today’s increasingly crowded and cost-prohibitive media landscape, F.Y. Eye’s work is more important than ever before,” explained Christina Daigneault. “I am proud to lead this one-of-a-kind social impact media organization dedicated to providing advertising and creative services for non-profit organizations to ensure they have equitable access to the public square.”

F.Y. Eye is a 501(c)(3) public charity that has been amplifying community voices since 2005. Their mission is to build public awareness about New York’s important social, civic, and educational programs by delivering high-quality, accessible creative services and public service announcements throughout New York. www.fyeye.org

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