



For Immediate Release
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Cathy Oloffson Named Vice President of Development – Bloomington for Easterseals Central Illinois

Oloffson Brings More Than 20 Years of Communication and Leadership Experience

Bloomington, IL, January 23 - Easterseals Central Illinois is thrilled to announce Cathy Oloffson of Normal has been named Vice President of Development, focusing on McLean County. Oloffson begins her role Feb. 4.

"Serving children and families in McLean County and the surrounding area is vital to our mission," said Steve Thompson, President and CEO of Easterseals Central Illinois. "We're excited to add Cathy's depth of experience in strategic communications and her passion for the community to our leadership team as we continue to advance our mission in Bloomington-Normal."

Prior to joining Easterseals Central Illinois, Oloffson worked at COUNTRY Financial in a variety of internal and corporate communications, public relations, media relations and project management roles. Most recently, she was the manager of Corporate and Executive Communications. Oloffson holds a bachelor's degree in Mass Communication/Journalism and a master's degree in Organizational Communication, both from Illinois State University. She is a graduate of Leadership McLean County and a past recipient of the Emily Valluri Professional Development Award and a 20 Under 40 Honoree.

"It is my honor to work for Easterseals, an organization contributing so positively to our communities. I look forward to representing the organization in McLean County and sharing their meaningful mission and impact with others," said Oloffson.

Oloffson is also involved with many community organizations including the Unit 5 School District, Little Free Library and the State Farm Holiday Classic. She previously volunteered for Advocate BroMenn Hospital, Light Ready, Community Cancer Center, YWCA McLean County, Miller Park Zoological Society, American Red Cross of the Heartland, Women Build/Habitat for Humanity, Illinois Network of Child Care Resource and Referral Agencies, The Town of Normal and United Way of McLean County.

Easterseals has been serving children and families in central Illinois for 100 years, helping children with developmental delays and disabilities reach their full potential. The organization now operates four locations including the Bloomington Service Center, Timber Pointe Outdoor Center, Peoria Service Center and the Easterseals Learning Academy in Germantown Hills. Easterseals Central Illinois also manages the State of Illinois Child and Family Connection offices located in West Peoria and Champaign.

With primary responsibilities focused on McLean County, Oloffson will serve as a leader and brand ambassador to the Bloomington-Normal community. She will work with staff and volunteers to promote and develop a strong base of support for Easterseals programs, services and overall mission. She will also work to grow and cultivate Easterseals' partner, donor and sponsor networks in the community

Easterseals Central Illinois provides exceptional services to ensure that children with developmental delays and disabilities can reach their full potential. In 2019 we are celebrating our 100th year of serving children and families in Central Illinois.

Learn more at Eastersealsci.com.