

Media Contact:
David Cumpston
Landis Communications Inc.
(415) 359-2316
onlok@landispr.com
www.landispr.com



On Lok Announces New Leaders for Organizational Growth

SAN FRANCISCO – (July 10, 2019) – [On Lok](#), the San Francisco-based nonprofit organization that empowers older adults to age with dignity and independence, today announced several key updates to its leadership team:

- **John Blazek**, On Lok’s Chief Development Officer, adds the role of Executive Director-Day Services to his title. In this role, John will oversee 30th Street Senior Center, and a new adult day program being developed with partner, Openhouse, and with LGBTQ seniors.
- **Helen Huckleberry** joins On Lok as the new Director of Marketing. Helen will report to **Diana Yin**, On Lok’s Chief Strategy and Analytics Officer, who will oversee an expanded set of responsibilities that now includes marketing.
- **Joy Moore**, On Lok’s Chief Human Resources Officer, is now On Lok’s Chief People Officer to reflect a growing organizational commitment to diversity, inclusion and equity.
- John, Diana and Joy will continue to report to CEO **Grace Li**.

“As we step up our efforts to serve the community and expand the programs under On Lok Day Services (OLDS), we need a strategic leader and a powerful fundraiser. We have both in John, and I am so pleased to have him lead this important work,” said CEO Grace Li. “We’re also excited to gain Helen’s in-depth knowledge and expertise in consumer healthcare to guide our marketing efforts as we grow in San Francisco and in the South Bay.”

John Blazek

John Blazek, who joined the organization as its Chief Development Officer in 2016, is assuming an expanded role which now includes the position of Executive Director-Day Services. On Lok is broadening the OLDS structure to enable the organization to continue providing quality services, while pursuing growth opportunities and new programs and services. Among the current and future OLDS programs:

- **[30th Street Senior Center](#)**: Established in 1979, 30th Street Senior Center is open six days a week, including holidays, and serves more than 6,000 individuals annually. The Center provides a wide array of free services, including health and wellness programs, social interaction, nutritious meals, educational opportunities, a community garden and multi-lingual case management services.
- **[Mission Nutrition](#)**: Mission Nutrition is a popular community and home-delivered meals service that’s managed by On Lok’s 30th Street Senior Center. Mission Nutrition provides vital nourishment to nearly 3,000 low-income, diverse San Francisco seniors who are susceptible to hunger and the health problems associated with poor nutrition. Through this program, On Lok is the second largest home-delivered meal provider in San Francisco.



- **Openhouse+On Lok Community Day Services:** On Lok and Openhouse, a San Francisco-based nonprofit which has served the LGBTQ community for more than two decades, have spent the past year collaborating with LGBTQ seniors to create an aging care program specifically designed for and with LGBTQ seniors. The new program, part of Karyn Skultety's vision to continually connect LGBTQ seniors to community, is scheduled to launch in the coming year. Karyn is the Executive Director of Openhouse.



Helen Huckleberry,
Director of Marketing, On Lok

Helen Huckleberry

Helen Huckleberry, who joins On Lok as Director of Marketing, has more than 15 years of experience in consumer healthcare and other sectors. Most recently, she served as Marketing Director for Pacific Fertility Center, where she reversed a decline in patient leads and drove double-digit growth. Throughout her career, she has consistently developed strategies and campaigns to build strong brands, most notably at Colgate-Palmolive, Nielsen, Cord Blood Registry and eBay. Helen graduated with a BS in Electrical Engineering from UCSD and an MBA from UCLA Anderson School of Management.

To fuel its growth, On Lok is seeking candidates for three exciting positions: Director of Senior Programs-Day Services, Assistant Director of 30th Street Senior Center and Adult Day Program Manager for the Openhouse + On Lok partnership program.

Media, please note: For more information about On Lok, hi-res images or to speak with an On Lok executive, please contact David Cumpston at (415) 359-2316 or onlok@landispr.com.

About On Lok

On Lok is a nonprofit organization that empowers older adults to age with dignity and independence. With more than 40 years of experience, On Lok is a trusted resource in San Francisco, Santa Clara County and the Tri-City area of Alameda County. On Lok founded and still operates the Program of All-inclusive Care for the Elderly (PACE), which allows eligible seniors to live at home for as long as possible by providing comprehensive medical care and social services. On Lok's 30th Street Senior Center, the largest multipurpose senior center in San Francisco, provides a second home, health programs, activities and case management services to active seniors. The On Lok Mission Nutrition Program provides more than 200,000 meals annually to seniors through its dining locations and meal delivery program. For more information, please visit www.onlok.org.

###