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Bideawee Announces New Board Member Kimberly Yarnell
~ Facebook marketing pro brings branding depth~

NEW YORK, NY – January 24, 2017 - Bideawee, a leading pet welfare organization serving metropolitan New York and Long Island for the past 113 years, announced today that a new director, Kimberly Yarnell, has joined the board.

“We are excited that Kimberly will be our newest Bideawee board member,” said Joseph L. Sorbera, Jr., Acting Chair of the Board. “Currently working on the Global Marketing Solutions Team at Facebook, she brings deep knowledge of building community as well as a broad understanding of marketing in today’s digital ecosystem. Her background includes helping Facebook advertisers drive sales, engage customers, and foster brand loyalty, skills well-matched to Bideawee’s needs. We welcome her to our board.”

Prior to joining Facebook, Ms. Yarnell held marketing leadership roles at Macy’s and a number of other national retail brands.

Ms. Yarnell is a graduate of Scheyer Honors College, Pennsylvania State University – State College.

About Bideawee

Bideawee, which means “stay awhile,” in Scottish, is one of the country’s oldest and most respected animal welfare and pet adoption organizations. Founded in 1903, Bideawee’s mission is to be Greater New York’s leader in rescuing, caring for, and placing homeless cats and dogs with people who love them. Bideawee provides an array of high touch services including adoption centers, animal hospitals, pet therapy programs, and pet memorial parks that serve pets and pet lovers on their lifelong journey together.

Bideawee’s *Loving Legacy* program allows pet owners who pre-decease their pets to provide for cherished companion animals. Bideawee is a not-for-profit 501 (c) 3 humane animal organization and 100% of Bideawee’s funding comes from private sources. Bideawee operates in New York City, Wantagh, and Westhampton. For more information, visit: www.Bideawee.org.

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