



For Immediate Release
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Relations

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Area Residents, Experts in Public Safety and Marketing, Join Peekskill Celebration's Board of Directors

Peekskill, NY -- Peekskill Celebration has two new board members. Recently joining the Board of Directors were Yorktown resident Tony Masi and Putnam Valley resident Bill Powers. Both have played important roles since Peekskill Celebration's inception: Masi, in his capacity as Commodore of the Peekskill Yacht Club and Water Activities Safety Director for Celebration, and Powers, who has overseen Celebration's recent media relations and marketing efforts. Powers was also instrumental in establishing the forerunner of Peekskill Celebration in 1997.

"Tony's outstanding management skills and his superior knowledge of public safety has served us well in his critical role as Celebration's Water Activities Safety Director. We could not have introduced the wildly popular Dragon Boat Races without his guidance and support," said Board President Bruce Lindenbaum.

"Bill's expertise in public relations and marketing is unmatched in Westchester County. He seamlessly blends his corporate communications background with an intimate working knowledge of the Hudson Valley, and in particular, Peekskill. The result is a comprehensive and effective media campaign that encourages and boosts attendance," said Lindenbaum.

Masi, a retired Yorktown police lieutenant, has been a community leader all of his life. Currently, he serves in these capacities: Secretary, Board of Directors, Enrichment Center of Yorktown Central School District; President, Board of Deacons, Community Church of Yorktown; Director of Security, Peekskill Yacht Club; Chairman of the City of Peekskill Kids Boat Ride on the Hudson sponsored by the Peekskill Yacht Club. Among his other leadership roles, Masi is the former Commodore of the Peekskill Yacht Club and its current security director.

In addition to receiving the Macy Life Saving Award, Masi has been chosen Yorktown Exchange Club Policeman of the Year; Yorktown Citizen of the Year; Yorktown Elks

Lodge #2324 Elk of the Year; and Rotary International Paul Harris Fellow. He is married with five children and seven grandchildren.

Powers owns and operates a successful public relations consulting firm, Powers Public Relations, based in Putnam Valley, NY. Before starting his own firm, Powers was responsible for directing Cablevision's competitive media strategies and for media relations activities in the Hudson Valley and across Long Island. The cable television industry honored Bill in 2002 with a Beacon Award, a prestigious national cable industry honor.

Prior to joining Cablevision, Powers served as Communications and Marketing Manager for the City of New Rochelle, NY, and earlier, as Executive Director of the Peekskill/Cortlandt Chamber of Commerce. He is most recognized as the face and voice of the annual Peekskill St. Patrick's Parade, having hosted cable television coverage of the parade since its inception 18 years ago. In March 2007, he moved from the anchor booth to the front of the parade when he was selected as its Grand Marshal.

“Both Tony and Bill are committed to Peekskill Celebration’s success and we are delighted to have both of them join our Board of Directors,” said Lindenbaum.

Masi and Powers join a distinguished board of directors which includes: President Lindenbaum, Vice President Carl F. Patrick, Treasurer Rosemary T. Bartolotta, and Directors: The Honorable Donald Bennett, Jr., Jack Levitz, Deborah Milone and James Steets. Several new people have been added as committee members: The Hon. Mary Foster, Peekskill Mayor, and area residents Cindy Borassi and John Vargo.

Now in its twelfth year, the annual Peekskill Celebration is the largest festival in the Hudson Valley and features fun-filled concerts through out the summer, and culminates in an extraordinary weekend of family entertainment, an unrivaled fireworks extravaganza, and colorful Dragon Boat Races not seen anywhere else in the Hudson Valley. Peekskill Celebration weekend runs August 1 - 3, 2008 with activities taking place at Peekskill Riverfront Green, Downtown Peekskill and Charles Point. Updated information is provided on the Celebration website www.peekskillcelebration.com.

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