



Contact: Michele Grasso
Vice President of Development & Communications
M.Grasso@ViaNet.org | 610-484-8396

Julie Scheck Joins Via as Director of Development & Communications

BETHLEHEM, PA – Julie Scheck has been named Director of Development and Communications for Via of the Lehigh Valley. She has more than 30 years of experience in development, communications, marketing, and community relations.

Michele Grasso, Via's Vice President of Development & Communications, is retiring at the end of December. Scheck will work with Grasso to transition to leading Via's Development and Communications Department.

Scheck began her career working in the advertising and public relations departments at Hess's Department Stores. She held sales and marketing positions for 13 years at The Morning Call. In 2008, she started working in development serving as Senior Director of The American Heart Association's Lehigh Valley division, where she was responsible for bringing the first Go Red for Women luncheon to the region. Most recently, she served more than eight years as Director of Advancement for Catholic Charities, Diocese of Allentown.

Scheck holds a Bachelor of Arts degree in journalism and media studies from Lock Haven University and was a freelance writer for various media outlets in Northampton, Lehigh, and Bucks counties. She is a past Vice-President of Membership for the Association of Fundraising Professionals, Lehigh Valley Chapter.

About Via of the Lehigh Valley

Serving our community since 1952, Via helps people reach their full potential. Via provides services to 1,000 children and adults with intellectual and developmental disabilities living in the Greater Lehigh Valley. These services include vocational exploration, community employment, educational activities, volunteer and recreational opportunities for teens and adults and early intervention therapies and inclusive education for young children. Visit www.ViaNet.org to learn more.

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