

FOR IMMEDIATE RELEASE  
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### **Rev. William Snyder Named Vice President of Marketing and Community Relations for LutherCare**

LutherCare named Rev. William Snyder as Vice President of Marketing and Community Relations. William Snyder is an ordained minister of the Evangelical Lutheran Church in America. He was ordained on June 10, 1983. Pastor Snyder served the Starview-Saginaw Lutheran Parish, Mt. Wolf, PA as pastor and Christ Lutheran Church, York, PA as associate pastor. In 1999, he joined the staff of Lutheran Social Services of South Central Pennsylvania (LSS-SCP), where he advanced through a series of job titles, finally serving as the Senior Vice President/Communications/ Outreach Programs. During his time at LSS-SCP, he worked in the areas of fundraising, communications, marketing and operated Community Services. He joined the staff of Lutheran Services in America as Vice President, System Leadership and Collaboration in November of 2007. He serves in numerous ways in the church and community, is a Certified Aging Services Professional and is a Leadership AAHSA Fellow, Class of 2008. He particularly enjoys the interface of theology and practice. Bill says, "I could not be more pleased about joining the fine staff at LutherCare. It feels like coming home."

Pastor Snyder earned his Bachelor of Arts Degree, majoring in Literature, from Grove City College in 1979. He was awarded the Master of Divinity Degree from Luther Northwestern Theological Seminary in St. Paul, Minnesota in 1983. In 1996, The Lutheran Theological Seminary in Gettysburg granted him the Master of Sacred Theology degree.

Bill is completing some remaining commitments to Lutheran Services in America (LSA). "Tuesdays Together in the Spirit," a devotional time (through LSA) expressly for leaders, board members and staff members in Lutheran social ministry featured him as the leader on June 16. He is presenting to the LSA board on July 24. The topic is "What are Lutheran Hallmarks?" which explores Lutheran identity in social ministry, a project he has worked on for the past year at LSA.

Pastor Snyder resides in York with his wife Patricia, and sons Christopher and Craig.

LutherCare, a social ministry organization affiliated with the Lower Susquehanna Synod of the Evangelical Lutheran Church in America and Lutheran Services in America is a leading provider of residential, assisted living, and skilled care residences in Lancaster and Lebanon County. LutherCare operates Luther Acres, a Continuing Care Retirement Community in Lititz, PA, Spang Crest Manor, a skilled nursing, rehabilitation center and assisted living community in Lebanon, PA and St. John's Herr Estate, a residential and assisted living community in Columbia, PA. In addition, LutherCare also operates five childcare centers in Lebanon, Annville, Reamstown, Lancaster and Columbia.