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## **Georgetown Heritage Welcomes Executive Director Alison Greenberg To Spearhead Revitalization of C&O Canal**

**Washington, D.C. (January 18, 2017)** -- Georgetown Heritage is pleased to announce Alison Greenberg as its Executive Director. Greenberg is spearheading an ambitious plan to revitalize and interpret the Georgetown section of the C&O Canal, as well as other Georgetown historic sites. She will also be working closely with the Georgetown Heritage Board and key stakeholders to develop and launch a major fundraising campaign for both capital and operating dollars, as well as advance and strengthen long-term partnerships with the District of Columbia government and the National Park Service.



Georgetown Heritage was founded by local residents and the Georgetown Business Improvement District (GBID) to revitalize Georgetown's historic assets and make them more accessible.

Greenberg comes to Georgetown Heritage from the International Union for the Conservation of Nature, where she served as Program Officer for the Global Economics and Social Science Program. Previously, she spent sixteen years at The Nature Conservancy (TNC) in New York City and Arlington, Va., culminating in a role as TNC's Senior Philanthropy and Program Development Officer for Global Priorities. During her tenure, Greenberg raised more than \$100 million for TNC's global priorities and created a number of programs, from volunteerism to social science, to enhance the Conservancy's efficacy on the ground.

"Alison brings a wealth of program, fundraising and board development experience to Georgetown Heritage, but that's not all," said Pamla Moore, Georgetown Heritage Board Chair. "She is the third generation of her family to be a passionate lover of the C&O Canal, from her grandmother who traveled across the city to paint on the Canal, to her father, a Washington attorney, whose office has long overlooked the Canal. Alison's depth of experience and appreciation of our mission, as well as her personal connection to the Canal, make her a wonderful leader of Georgetown Heritage."

A graduate of The Johns Hopkins University, Greenberg has a BA in International Relations with a concentration in Natural Resource Management. She lives in Washington, DC and is a Master Naturalist and amateur birder who enjoys connecting people to the DC area's natural treasures.

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### **About Georgetown Heritage**

Georgetown Heritage is the nonprofit partner of the National Park Service (NPS), working to restore, revitalize, and re-imagine the first mile of the C&O Canal. NPS, Georgetown Heritage, and the DC Office of Planning are partnering in the development and implementation of the C&O Canal Georgetown Comprehensive Master Plan.