



FOR IMMEDIATE RELEASE

ALEGRE EVENTS ANNOUNCES NEW OWNERSHIP

Eberly to retire and Schneider named new Owner and President

(Lancaster, PA., November 30, 2020) Alegre Events, a full-service event strategy and management company, announced the retirement of Founder and President, Susan Eberly and named Christine Schneider as the new Owner and President effective December 1, 2020.

“I am confident this will be a seamless transition for our wonderful clients and partners, so many who have already had the pleasure of working with Christine. Alegre Events is in good hands and I expect to see great things moving forward with Christine at the helm” stated Eberly.

Schneider joined Alegre Events in January 2020 and most recently served as Vice President of Events and Development. A graduate of Elizabethtown College, she earned a Bachelor of Science degree in Business Administration with concentrations in Marketing and Communications and has over 25 years of corporate and non-profit marketing, communications and event management experience. In addition, Schneider has earned a Certified Meeting Professional (CMP) designation, recognized as the premier certification in the events industry. In 2020, she helped Alegre Events become a virtual and hybrid event leader in the region so Alegre Events’ clients could meet their fundraising goals despite the COVID-19 pandemic.



“Our team is committed to continuing the legacy that Susan has built to provide our clients with results-driven event strategy, execution and service. I’m passionate about what I do and we look forward to helping our clients grow and achieve their goals,” stated Schneider.

About Alegre Events

A premier full-service event strategy and management company specializing in virtual, hybrid and in-person events for nonprofit, corporate and community clients. In addition, their nonprofit fundraising and marketing solutions utilize the latest mobile bidding and peer-to-peer fundraising technology. Learn more at alegre.events.

###

Contacts:

Susan Eberly, susan@alegre.events, 717.725.5783

Christine Schneider, christine@alegre.events, 717.940.0976

Photo Available:

<https://photos.app.goo.gl/agdCn4ATR5c4a2XNA> (Left – Christine Schneider, Right – Susan Eberly)