



FOR IMMEDIATE RELEASE  
August 26, 2021

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## **AMPLIFY, INC. ANNOUNCES ALLYSON NADEAU AS ITS NEW EXECUTIVE DIRECTOR**



*Allyson L. Nadeau, MPA*

The Board of Directors at Amplify, Inc. is pleased to announce that Allyson Nadeau, MPA, has been promoted to become the nonprofit's next Executive Director as of September 1. She replaces Marcia DuFore, who is retiring on August 31 after ten years of leading Amplify and one of its predecessor agencies, the North Central Regional Mental Health Board (NCRMHB).

Amplify, Inc. helps 37 towns in North Central Connecticut assess their behavioral health needs, identify gaps in services, and advocate for strategies and resources related to mental health, substance misuse, problem gambling, and other behavioral health issues. The agency was formed in 2019 through the merger of NCRMHB and East of the River Action for Substance Abuse Elimination (ERASE).

Nadeau is an experienced leader with a proven history of collaborating with community members and organizations to improve behavioral health systems of care. She joined Amplify in April 2020 as its Outreach and Evaluation Coordinator. She has led Amplify's Youth Anxiety Review and Program Advisory Council, developed its first health equity plan, and supported its Regional Suicide Advisory Board and community needs assessment. Previously, Nadeau was a Network of Care Manager at Beacon Health Options and a Project Consultant for the Connecticut Suicide Advisory Board. She has a master's degree in public administration from the University of New Haven and was named a TOW Youth Justice Institute Fellow in 2017.

"The Board of Directors of Amplify selected Allyson as the best candidate based on her professional experience, capabilities, and passion for Amplify's work," shared Board Chair Cephus Nolen. "We are excited to support her and see her thrive in this new role. Throughout her career, Allyson has demonstrated her dedication to ensuring that lived experience informs behavioral health service system design. She is highly regarded by her Amplify colleagues, coalitions, and former colleagues. Amplify and those we serve are in good hands."

Allyson lives in Hebron with her family and is active in civic affairs in her town.

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*Amplify, Inc. serves 37 towns in the North Central region of Connecticut, helping them assess their behavioral health needs, identify gaps in services, and advocate for the most effective resources available. Learn more at [www.amplifyct.org](http://www.amplifyct.org).*