

FOR IMMEDIATE RELEASE

MARCH 29, 1975

Office of the White House Press Secretary

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THE WHITE HOUSE

The President today announced his intention to nominate Ronald E. Gerevas, of Alexandria, Virginia, to be Associate Director of ACTION (Domestic and Anti-Poverty Operations). He will succeed Marjorie Lynch who has been reassigned.

Since September 1973, Mr. Gerevas has been Director of Recruitment and Communications for ACTION. He was Director of Public Affairs for ACTION from August 1972 to September 1973. He joined the J. Walter Thompson Company in New York City in 1964, serving successively as Director of the Training Program, Personnel Manager, Account Executive, and later in 1970 became Account Supervisor of the Los Angeles office of the J. Walter Thompson Company.

Mr. Gerevas was born July 30, 1939 in Fairfield, California. He received his B.S. degree in 1962 and his M.S. degree in 1964 from San Jose State College.

Mr. Gerevas is married to the former Rosalie Morrongiello and they have two children.

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