



FOR IMMEDIATE RELEASE:

The Price Center Promotes Dr. Madeline Aviles-Hernandez to Chief Executive Officer

Former CEO Lou MacDonald Retires as of June 30, 2022

NEWTON, MA July 1, 2022 | The Price Center, a non-profit agency that empowers adults with intellectual and developmental differences to thrive in living, social and work communities, is excited to announce the promotion of current Chief Operating Officer, Dr. Madeline Aviles-Hernandez, to Chief Executive Officer. Hernandez will continue to guide the organization in its mission to meet the ever-changing needs of individuals residing in the Greater Boston Area.

Dr. Madeline Aviles-Hernandez joined the Price Center in June of 2021 and will now replace retired CEO Lou MacDonald. Hernandez “has played a key role in leading the optimization of the Price Center’s operations and administration. She has also contributed mightily to our reemergence efforts as we managed pandemic related challenges and build a better Price Center,” MacDonald stated.

Hernandez explains, “I find true purpose in this work. My goal as a leader is to always put the individual first – advancing our mission. I fell in love with the Price Center the moment I walked through the doors...meeting our individuals and appreciating how perfectly authentic they are.”

Prior to the Price Center, Hernandez was Vice President of Behavioral Health and Recovery services at a non-profit, Human Services agency. She holds Psy.D in Clinical Psychology from the Ponce School of Medicine in Puerto Rico.

“At the end of the day, all I want to do – through my work -- is be more like the individuals we serve. Happy, genuine, honest and to make them proud,” adds Hernandez.

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About the Price Center

Empowering, encouraging and caring for individuals with special gifts, needs and abilities since 1977, **the Price Center** offers a range of extraordinary programs that maximize each individual's self-confidence and self-advocacy along with their physical, emotional and intellectual capabilities. Offerings include: Day Habilitation and Intensive Day Habilitation, Specialized Supports and Community-Based Day, Employment Services, Community Living Programs in the Greater Boston Area. Day program and administrative offices reside at 25-27 Christina Street in Newton, MA.

To learn more about the Price Center visit: www.thepricecenter.org

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