



FOR IMMEDIATE RELEASE  
April 5, 2021

Contact: Allison Silverman  
212-832-9170 x217

## **NYC's Community PSA Organization F.Y. Eye Hires First Executive Director**

New York, N.Y. - The Board of Directors of F.Y. Eye, a nonprofit media agency that specializes in creating Public Service Announcements (PSAs) for New York City's social service providers, has named Jessica Toledano as its first Executive Director. A dedicated nonprofit leader and social impact entrepreneur, Toledano has spent nearly 20-years creating distinctive projects that benefit some of the most underserved communities in our country. She brings robust experience, infectious energy, and demonstrated creativity to F.Y. Eye as the organization begins its next phase of work toward democratizing advertising and increasing access to information for all New Yorkers.

F.Y. Eye Board Member Mark Cohen said "We are thrilled to welcome Toledano to our agency as we seek to meet this unprecedented moment in our city's history. She strongly believes in the right of every person to be connected to and informed of the services that improve their lives." "Our mission has never been more urgent and adding Jessica to our leadership team signifies an important next step for our organization," said Cohen.

A passionate advocate for progressive change, Toledano has worked on a range of issues such as homelessness prevention, urban farming, providing employment opportunities for people with disabilities and fighting discrimination. She developed the first-ever vertical farm in the nation that employs adults on the autism spectrum. She was an original staffer of "No on 209," working to stop a California initiative campaign that sought to reverse affirmative action and sex discrimination laws in tandem with the Feminist Majority Foundation and she collaborated with former Congressman Henry Waxman (D-24) to bring a national award-winning age-in-place program for older adults to the state.

"We believe Jessica's commitment to community improvement and grassroots organizing will be an asset to our partners on the ground," said Eva Kantrowitz, Board Member and Chief Strategy Officer Brand Development of Horizon Media. "The pandemic has left devastation in its wake, getting our most vulnerable populations connected and informed should be a civic priority for all of us."

Toledano joins F.Y. Eye from her position as partner at FairShare Inc., a consulting firm that helps leaders of progressive corporations build better, more authentic, and more enduring social impact partnerships with those who do good in the world.

"I appreciate the board's confidence in me, and I'm delighted to have the opportunity to lead such a great organization," said Toledano. "Providing pro-bono and low-cost advertising support to community organizations and civic leaders is vital to a thriving democracy. The pandemic has created a moment where delivering trusted information to the public has once again become an essential public service. I am honored to do this work with our partners in the community."

As Executive Director, Toledano will work closely with staff and the F.Y. Eye Board to ensure the organization can continue to adapt to serve nonprofits, civic leaders, and government agencies through the ongoing COVID-19 outbreak and beyond. One of her first acts as Director will be to work with partner organizations on Vaccine Equity and a GOTV campaign for the City's newly minted Ranked Voting System. She will also oversee the continued expansion of [NYC's first community media cooperative](#) and F.Y. Eye's [other services](#) as well as develop new funding streams of support.

F.Y. Eye is a 501(c)(3) public charity that has been democratizing advertising and catalyzing community development since 2005. Their mission is to build public awareness about New York's important social, civic, and educational programs by delivering high-quality, low-cost public service announcements throughout NYC. [www.fyeye.org](http://www.fyeye.org)

###