



Boneshaker Project
www.boneshaker.org

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FOR IMMEDIATE RELEASE

ALEX ECENIA NAMED EXECUTIVE DIRECTOR OF BONESHAKER PROJECT

AUSTIN, TEXAS July 20, 2017 – Boneshaker Project announces Alex Ecenia as Executive Director. Alex succeeds Paul Carrozza, who lead the nonprofit for two years and implemented Run Clubs in AISD and Round Rock ISD and the Boneshaker 10K Run. Paul will continue to support Boneshaker’s development and running programs. He has volunteered to join Boneshaker’s Board of Directors and was approved unanimously. “We are fortunate to be able to keep Paul on as member of the Board of Directors,” says Todd Reed, Chairman of the Board. “His knowledge of the running industry and experience in community fundraising has been and will continue to be incredibly valuable to us.”

Alex Ecenia has served Boneshaker Project in several roles since she started as Boneshaker’s first full-time employee in 2013. Alex helped founder Todd Reed start Boneshaker in 2011, while she was still attending the University of Texas at Austin. After graduating, she moved to L.A. to work for the ‘mustachioed men’ of Movember, and later New York City, pursuing her passion for events with a boutique event-planning firm. When she returned to Austin, it was to join Boneshaker Project as the Development Coordinator and later the Development Operations Director.

In the last four years, Alex has helped Boneshaker grow its program impact, donor base, event production, and social media network. “I’m honored that the Board of Directors has given me this opportunity,” says Alex. “I’ve loved all the kids, volunteers, staff and supporters whom I’ve gotten the privilege to connect with through Boneshaker, and I’m very excited to continue to dedicate my career to this non-profit that is so close to my heart.”

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About Boneshaker Project

Boneshaker Project (501(c)(3)) works directly in the community to empower kids to feel physically strong from a young age. Through expert coach mentorship and online engagement, we encourage everyone to ‘do what moves you,’ feel confident and enjoy healthy lifestyles. *Social engagement is an integral part of their vision via Twitter (@Boneshaker_Proj), Instagram (@Boneshaker_Project), Facebook (Boneshaker Project) and website www.boneshaker.org.*