



## FOR IMMEDIATE RELEASE

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### GIRL SCOUTS HONOR SARAH A LACHMAN AS THE RISING STAR AND WOMAN OF DISTINCTION

Central & Southern NJ – The Girl Scouts of Central & Southern NJ, Inc. (GSCSNJ) have named five outstanding female leaders as Women of Distinction for 2016. The women receiving awards are leaders in their fields, innovators of unique programs and services, and are role models and mentors to tomorrow’s generation. All of the honorees demonstrate that studying, hard work, and dreaming big are the keys for women and girls to succeed at achieving their goals. GSCSNJ’s annual Women of Distinction event is a celebration of women who exemplify excellence and accomplishment. GSCSNJ will host an award breakfast at the Crowne Plaza Philadelphia – Cherry Hill, on Thursday, March 17<sup>th</sup> from 8:30 – 10:30 AM.

The 2016 Women of Distinction Award Event includes the Rising Star Award, an award that proudly recognizes the success and leadership of a Girl Scout alumna who is rising to success. This year’s Women of Distinction Award Event honors Sarah A. Lachman as the 2016 Rising Star. Lachman currently works for AdTaxi Networks, a Digital Advertising Agency based out of Trenton, New Jersey as a Campaign Manager. She is responsible for developing advertising campaigns for local businesses and statewide companies.

Lachman has a Master’s degree in Marketing and a Bachelors of Arts in Psychology from Temple University. While at Temple University, Sarah was actively involved in campus life as TU Relay for Life President for two years in a row, and she was also the Vice President for Colleges Against Cancer. Lachman was a Peer Educator for Tuttleman Counseling Services and a Psychology Intern for the American Red Cross. She realized her passion for Marketing as a Psychology major when she became an Intern for the Philadelphia Flyers and Philadelphia Sixers. It was then that she pursued her Masters in Marketing.

Lachman is a lifetime member of Girl Scouts and is currently the Robbinsville/Allentown Service Unit Treasurer. She has received the two highest awards in Girl Scouting, the Girl Scout Silver Award and the Girl Scout Gold Award. Lachman was a camp counselor for Camp No Worries in June 2015, which is a camp for children with cancer and their siblings. She has been to Ghana, Africa as senior volunteer on a medical mission with the International Healthcare Volunteers in August 2011. The two organizations in which Lachman is involved were founded by previous WOD Kasey Massa and Charletta Ayers, respectively.

Ginny Marino, the CEO of Girl Scouts of Central & Southern NJ, states, “Sarah Lachman found her path to leadership through service and continues to connect with communities locally and globally through service and travel. We are thrilled to count Sarah among our alumnae and proud recognize her this year as The Rising Star - a young woman to look out for as she continues to build an inspiring and empowered life”.

Along with her outstanding professional career, Lachman has a passion for traveling; she has been to Italy, Croatia, Greece, France, Turkey, Spain, Africa and will be heading to London in January 2016. Sarah has two younger brothers, Nickolaus and Jonathan Lachman. She is a native New Yorker and was born in Brooklyn, and later moved to Robbinsville, New Jersey at 9 years old. Sarah is a tennis enthusiast that loves to attend the US Open, an amateur golfer, and a lover of reading autobiographies.

#### About Girl Scouts of Central & Southern NJ, Inc.

Girl Scouts of Central & Southern NJ (GSCSNJ) is the premier organization serving 19,000 girls in over nine counties. GSCSNJ will shape leaders for tomorrow by empowering girls to take on bold challenges, discover their own passions and strengths, act with character, and engage fully in fun, relevant experiences that encourage friendships and build life-long skills. For more information on how to join, volunteer, reconnect or donate to Girl Scouts of Central & Southern NJ, call (800) 582-7692 or visit [www.gscsnj.org](http://www.gscsnj.org). You can also connect with GSCSNJ on Twitter @GSCSNJ or Facebook.com/GSCSNJ!