

## Rivers to promote Hospice cause



ALBION — Marsha Rivers is the newest member of the Hospice of Orleans team. She joined the staff as Director of Development and Community Relations on June 17.

An Orleans County native, Rivers graduated from Albion High School and then earned her bachelor's degree in communication from Roberts Wesleyan College in Rochester, N.Y. She worked as a reporter for the *Batavia Daily News* before returning to her alma mater, where she filled several roles, including admissions, alumni relations, public relations and marketing, ultimately serving as editor of the college magazine, *Roberts Today*, for nine years. During that time, Rivers also earned her master's degree in theological studies, with a concentration in nonprofit leadership and management, from Northeastern Seminary.

In 2008, Rivers returned to work in Albion at Care Net of Greater Orleans, a pregnancy resource center. She served as Care Net's part-time executive director from 2009 until this summer, when she joined Hospice full time. As successor to Cora Goyette, who retired in March following the successful campaign to build the Martin-Linsin Hospice Residence, Rivers will be reinforcing support for the residence as well as all the vital services Hospice of Orleans provides, including home care, transitions, and bereavement assistance for our community.

"I consider it a high honor to be part of Hospice," Rivers said. "I agree wholeheartedly with the hospice philosophy of considering all aspects of a person's needs as they navigate life-limiting illness. Also, it's a real blessing for me to have meaningful work so close to home."

Rivers' first public appearance for Hospice will be the Ducks Ahoy Race at 3 p.m. on July 4 in Johnson's Creek, as part of the [Lyndonville Lions' Annual Independence Day Celebration](#). Duck tickets, each one representing a chance to win cash prizes donated by Baxter of Medina, are for sale at the Hospice office, 14080 Route 31 West, or at the Hospice booth near the creek in downtown Lyndonville on July 4.