

FOR IMMEDIATE RELEASE
June 30, 2022

CONTACT: Jenna Abbott
916-321-5599
jenna@riverdistrict.net

Devin Strecker Hired To Lead River District Team

SACRAMENTO, CA – The River District board of directors is pleased to announce Devin Strecker as the new Executive Director. A graduate of Fort Hays State University, near his hometown of Paradise, Kansas, Mr. Strecker holds a degree in information networking and telecommunications, emphasis in media studies.

"We are delighted to have Devin join us from the Hollywood Partnership," said Jenna Abbott, the River District's outgoing Executive Director. "The Board of Directors has made a solid choice, building on the momentum the River District has created over the last number of years. Devin's decade of experience with the Hollywood Partnership as Vice President for Communications combined with the eight years he spent working for the Hollywood Media District, managing their programs and communications make him an excellent fit for the River District."

Mr. Strecker is certified as a Leader in Place Management (LPM) by the International Downtown Association (IDA), and a graduate of IDA's Emerging Leaders Fellowship. He has completed LAPD's Citizens Police Academy, served as a presenter at the West Coast Urban District Forum, and received an IDA Merit Award for his work on the Sunset & Dine food festival. He has volunteered with the LA LGBT Center, PATH, Hollywood4WRD and the Stray Cat Alliance. He and his husband, Dylan, enjoy collecting vinyl records and traveling and share their household with their two cats.

Devin will move to Sacramento to join the River District on July 13, 2022. At that time you may contact him through email using Devin@RiverDistrict.net or his direct line which is (916) 794 5877. Please join us in giving him a warm welcome to the District.

About the River District

The River District is a public-private partnership formed to improve and strengthen the economic and cultural well being of the area. Working with other nonprofits, the City and County of Sacramento and the property and business owners, the River District strives to attract new commerce and support existing businesses located within the outlined geographic area.

###