

FOR IMMEDIATE RELEASE

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**DIRECTIONS FOR MENTAL HEALTH'S BOARD OF DIRECTORS APPOINTS
APRIL LOTT, LCSW AS PRESIDENT & CHIEF EXECUTIVE OFFICER**

Clearwater, FL (February 21, 2011) - Directions for Mental Health announced that its Board of Directors has appointed April Lott, LCSW to serve as the company's President & Chief Executive Officer.

As President & CEO of Directions, Lott will oversee programs that serve over 9,000 people in Pinellas County each year, an annual budget of \$12 million, and approximately 230 employees.

In his announcement letter to staff, donors and stakeholders, Chairman of the Board Matthew Chambers wrote, "We are extremely excited about the decision...April possesses a unique combination of operational savvy and an unflagging compassion for our clients. She has a wealth of leadership experience totaling over 25 years, experience leading successful fundraising campaigns, and she has served as the CEO of a residential and family preservation program, and as the Executive Director of a non-profit academic service agency for at-risk youth." Lott is also a regular speaker and trainer in the mental health and human services field, and she is the mental health expert on Channel 10's Studio 10.

Lott was formerly Directions' Chief Operating Officer and she says she looks forward to the agency's future. "Moving forward, you will see Directions for Mental Health building upon its strong foundation in our community," Lott said. "We'll be reaching out to our donors and stakeholders even more, growing new partnerships, and continuing to provide the first-class, client-centered care Directions is known for."

To read Mr. Chambers' full announcement letter or to find out more about Directions for Mental Health, visit www.directionsmh.org.

About Directions for Mental Health

Directions for Mental Health, Inc., established in 1982, is a non-profit organization committed to helping heal the hurt in the lives of thousands of Pinellas County residents facing or at risk of facing mental health challenges. With nationally accredited programs, Directions sets the standard for best practices in mental health treatment, while making mental health care affordable and accessible to individuals and families, and building a safer, healthier community. Serving more than 9,000 people per year, Directions is dedicated to developing innovative programs that change lives, while reducing crime, homelessness, drug abuse and child abuse.

For questions about mental health services or to make a donation, visit Directions for Mental Health's website at www.directionsmh.org or call (727) 524-4464.

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