



Contact: Gary Woonteiler or Tami Guiney, 781-891-1232 or [info@woonteilerink.com](mailto:info@woonteilerink.com)

FOR IMMEDIATE RELEASE

**THE BOSTON HOME NAMES DORCHESTER RESIDENT  
FLORENCE RAWLS DIRECTOR  
OF COMMUNITY DEVELOPMENT**



**Florence Rawls**

**Dorchester, MA**—Florence Rawls of Dorchester recently joined The Boston Home in Dorchester, a long-term care facility for adults with physical disabilities, as the Director of Community Development. In this new position, Rawls will direct The Boston Home’s newly launched fund-raising and community development effort.

Rawls, who served as events coordinator for The Boston Home last year, will be responsible for community relations and special events.

“Florence has made a difference in the community since her family moved to Dorchester in 1976,” said Marva Serotkin, CEO of The Boston Home. “Today, as The Boston Home faces greater challenges, we have an opportunity to develop more partnerships and reach out to more contributors. Florence is well-suited to lead this important initiative.”

Prior to joining The Boston Home, Rawls owned The Rawls Company, a web-based marketing firm, as well as Florence P. Rawls Interior Design. Before that, she worked in the graphic design department of Sterns and Frank Advertising and managed the graphic design program at the Aquarius Theater.

Rawls, a volunteer board member and production manager at the Ashmont Hill Chamber Music, has a B.A. in Fine Arts from the Rhode Island School of Design and an Associates Degree from Briarcliff Junior College.

She and her husband live in Dorchester, and they have three children.

The Boston Home is a not-for-profit, 96-bed, long-term care facility for adults with physical disabilities, primarily multiple sclerosis and related neurological diseases. Established in 1881, The Boston Home is the only facility of its kind in New England and one of only a few in the country. For more information, visit [www.thebostonhome.org](http://www.thebostonhome.org).

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