



**COMMUNITY FIRST FUND**

**FOR IMMEDIATE RELEASE**

**Contact:** Ted Peck, Marketing & Development Associate

**Phone:** 717-869-5418

**Email:** tpeck@communityfirstfund.org

**COMMUNITY FIRST FUND ANNOUNCES NEW  
BUSINESS DEVELOPMENT ASSOCIATE FOR YORK REGIONAL OFFICE**

**4/20/18:** York, PA - Community First Fund, a non-profit community development financial institution headquartered in Lancaster, Pennsylvania, announces the appointment of Natividad Rivera as Business Development Associate for York and Adams counties. In this position, Rivera will be working to build connections in the York market, educate the community on the organization's product and service offerings and meet with potential loan applicants. He will be working out of Community First Fund's York office located at 7 East Market Street.

A resident of York city, Rivera has a wide range of experience working with nonprofit organizations and city agencies. Prior to joining Community First Fund, he most recently served as a Direct Support Professional at Keystone Human Services of Lancaster. He has also previously worked as Director of Housing and Residential Services at the YMCA of York and York County and as the Latino Affairs Coordinator for the City of York.

Rivera holds an Associate's Degree from Bradley Academy for the Visual Arts.

###

**About Community First Fund**

Community First Fund is the premier economic development organization serving the low income communities of central and eastern Pennsylvania. The 501(c)(3) nonprofit organization provides loan capital to businesses, real estate developers and community support organizations throughout the region. Since 1992, Community First Fund has made more than 1650 loans and investments totaling over \$207 million to businesses, affordable housing and community based developers, and community based programs and initiatives. Get more information on Community First Fund at [www.communityfirstfund.org](http://www.communityfirstfund.org).