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FOR IMMEDIATE RELEASE

American Student Assistance Adds Human Resources Veteran to Senior Leadership Team

BOSTON – June 10, 2020 – American Student Assistance® ([ASA](http://asa.org)), the national nonprofit dedicated to helping students make informed choices about their education and career goals, today announced a new member of its management team. Varda Halidy, ASA's new Vice President of Human Resources, joined the organization May 26.

"We're very excited that Varda has joined the management team and is bringing her expertise in HR as well as diversity and inclusion to our organization," said Eddy. "Her personal education and career journey is an inspiration to us all and a lesson in perseverance, determination and what is possible when you pursue your passions."

[Varda Halidy](#) has extensive human resource experience in a range of industries, including health care and politics. Her most recent position was with the Warren for President campaign, where she served as National Director, Human Resources and Diversity, Equity, & Inclusion. Prior to that she was the Associate Director of Diversity & Inclusion and Talent Acquisition at Boston Medical Center.

Halidy is an active member of the Boston community and is president of the executive board at the Hyde Park Art Association-Menino Arts Center and is also a member of the executive board of the YMCA Y Achievers Program, a national college achievement and career development program of the YMCA of Greater Boston. Halidy graduated from Northeastern University with degrees in marketing and leadership.

To view the ASA's full leadership team, visit www.asa.org/aboutus.

About American Student Assistance® (ASA)

American Student Assistance® (ASA) is a national nonprofit committed to helping kids know themselves, know their options, and make informed choices to achieve their education and career goals. ASA® has a 60-year legacy of working directly with students to increase their access to higher education through loans and financial education. ASA has turned its experience into impactful solutions for students in grades 6-12 to help them pursue their dreams. To learn more about ASA, visit www.asa.org/about-us

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