



### **ABC Cares Foundation New Vice President of Development**

COCONUT CREEK, FL- ABC Cares Foundation is pleased to announce that William Hayden Casson has joined the team as Vice President of Development. In this role, Casson will work with the community and construction industry to increase awareness and support of this important organization.

Prior to joining ABC Cares, Casson worked as Vice President of Business Development with Easy Builder in Fort Lauderdale. While there, he launched the company's CRM, created pipelines to develop and track relationships and helped to improve the overall client experience.

“While serving as a board member for Associated Builders and Contractors Institute, I was able to witness first-hand the great work ABC Cares does in the community,” said Casson. “As Vice President of Development, I look forward to furthering ABC Cares’ reach and mission.”

Casson is a South Florida native who graduated from Westminster Academy before joining the Navy in 2008, where he became an aviation rescue swimmer. During his career in the Navy, he was awarded the National Helicopter Association Rescue Swimmer of the Year (deployed) for the rescue of two severely burned mariners from a cargo ship, for which he was awarded the Air Medal.

He received his undergraduate degree from Nova Southeastern University with a B.S. in Business and Humanities. During college, he started and sold his first company and, upon graduating, entered the manufacturing world as a production manager. He has long dedicated his time to veteran organizations like Operation Enduring Warrior and founded Freedom Sharks, a veteran student group, while at Nova.

“Hayden’s knowledge for the construction industry combined with his passion for helping the community make him the perfect fit for this position,” said Peter Dyga, President and CEO of the ABC Cares Foundation. “We look forward to utilizing his unique skill set to help grow the ABC Cares Foundation.”

For more information on ABC Cares Foundation, visit <http://www.ABCCaresFoundation.org>.

###