

NEWS RELEASE

REALTOR® Association of Pioneer Valley

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FOR IMMEDIATE RELEASE

Ayca Yavuz Joins the Realtor® Association of Pioneer Valley as Communications Director

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Ayca Yavuz of Amherst, Mass. has joined the Realtor® Association of Pioneer Valley as Communications Director. Yavuz joins the association from the Department of Facilities and Campus Services (FCS) at UMass, Amherst where she served as Communications Assistant. She was responsible for the communication and promotion of all UMass FCS projects to faculty, students and the public as well as developing and designing cross-media promotional campaigns for all ongoing initiatives. Previously she served as Assistant Producer with CNN Turk in Istanbul, Turkey and Channel 15 Media, West Springfield, MA.



Yavuz is responsible for member and public communications including the association's digital and print brand. She holds a Bachelor of the Arts degree in Communications from Istanbul University, a Bachelor of Science degree in Business Administration from Anadolu University in Turkey, and a Master's degree in Communications and Information Management from Bay Path University, Mass. She can be reached at Ayca@rapv.com or by calling 413-785-1318.



Organized in 1915, the REALTOR® Association of Pioneer Valley (RAPV) is a professional non-profit trade organization with 1,700 members in the Pioneer Valley of western Massachusetts. RAPV covers 68 communities in Franklin, Hampshire and Hampden counties. RAPV is one of 1,100 local chapters of the National Association of REALTORS®. For more information about the REALTOR® Association of Pioneer Valley visit www.rapv.com. The term, REALTOR®, is a registered trademark for use exclusively by members of the National Association of REALTORS®, whose members subscribe to a strict Code of Ethics.

Mission:

To advance professionalism within our real estate community and to protect private property rights through education, advocacy and the Realtor® Code of Ethics

