



*The Western New England Center for Real Estate Services*

221 Industry Avenue, Springfield, MA 01104

Phone: 413-785-1328, fax: 413-731-7125

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Contact: Ben Scranton, Chief Executive Officer, [ben@rapv.com](mailto:ben@rapv.com)

Christine Roukey, Marketing and Communications Director, [christine@rapv.com](mailto:christine@rapv.com)

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FOR IMMEDIATE RELEASE

## Christine Roukey Joins the Realtor® Association as Marketing and Communications Director



Christine Roukey of Chicopee, Mass. has joined the Realtor® Association of Pioneer Valley as the Marketing and Communications Director. Roukey joins the association from the Massachusetts Mutual Financial Group, where she was a sales support consultant for nine years working closely with the assistant vice president of Recognition & Conferences. She was responsible for the communication and promotion of company annual sales campaigns including creative, communications, electronic and printed materials and distribution of awards and rewards. Previously she served as the director of communications and marketing for the Satellite Agency Network Group.

Roukey is responsible for member and public communications including the association's digital and print brand. She holds a Bachelor of Science degree in Communications and Business Administration from Granite State College and an Associate's of Art degree in Mass Communications from the University of Hartford. She earned the professional certified marketer (PCM) Digital Marketing designation from the American Marketing Association. She can be reached at [christine@rapv.com](mailto:christine@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](http://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