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July 9, 2021

**F.Y. EYE EXPANDS TO REACH MORE NEW YORKERS IN NEED**

New York, N.Y. - [F.Y. Eye](http://www.fyeye.org), a nonprofit media agency that specializes in creating Public Service Announcements (PSAs) and offers the only free advertising space exclusively for New York City’s community-based organizations, has named Calder Zwicky as its new Program and Creative Director.

Zwicky has spent more than 15 years creating equitable and affordable arts initiatives as Assistant Director in the Education Department at the Museum of Modern Art (MoMA), where he worked with underserved New Yorkers across the city. He brings a wide variety of community outreach and organizing skills strengthening F.Y. Eye’s already robust network.

“We are excited to bring Calder's wide range of talents to our team,” said Jessica Toledano, Executive Director of F.Y. Eye. “His unique skillset expands our pro-bono and discounted creative advertising work with community-based organizations, enabling us to connect more people in need to the services they deserve.”

Zwicky has dedicated himself to creating spaces within institutions for members of NYC’s most vulnerable populations. Partnering with a variety of nonprofit organizations to increase the diversity and accessibility of MoMA’s educational programming, he created free partnership programs with audiences including incarcerated young people, post-incarcerated adults, HIV/AIDS service organizations, unhoused individuals, refugees, GED/TASC students, head start programs and more.

Zwicky has worked for museums and arts institutions across the country, including the Walker Art Center, the Bronx Museum of the Arts, the Queens Museum, PS1, the Studio Museum in Harlem and more.

“I am incredibly excited to join the team at F.Y. Eye and bring my experiences within community organizing and arts-based programming into a deeper connection with their impressive network of partner organizations and artists,” said Zwicky. “As someone familiar with the broad cultural landscape of NYC, I know how hard it is for smaller organizations and local nonprofits to share the breadth of their programs across our various communities. Working with F.Y. Eye to increase these audience’s visibility and to extend their reach falls completely in-line with the work I have been doing within museums for the past few decades—the importance of which has never been more obvious or more necessary.”

As Program and Creative Director, Calder Zwicky will run the day-to-day operations of all of F.Y. Eye’s programs, including facilitating and growing the [PSA Network](https://www.fyeye.org/join-the-psa-network-best-nonprofit-marketing/) (F.Y. Eye’s free out-of-home advertising space that reaches almost 1 million New Yorkers daily), expanding the [Impact Artist Collective](https://www.fyeye.org/about-us/impact-artist-collective/) and managing [media planning and buying](https://www.fyeye.org/services/media-planning-buying/) for nonprofit and government clients.

F.Y. Eye is a 501(c)(3) that has been democratizing advertising and catalyzing community development since 2005. The mission is to build public awareness about New York’s important social, civic, and educational programs by delivering high-quality, low-cost advertising services throughout NYC. To learn more about our programs for New York’s philanthropic sector go to [www.fyeye.org](http://www.fyeye.org).

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