



Con Edison Appoints Brenda Pérez As Manager Of Media Relations

March 13, 2000

Consolidated Edison Company of New York, Inc. (Con Edison) announced today the appointment of Brenda Pérez as manager of media relations in the utility's public affairs organization. Pérez will serve as a company liaison with the media and act as a corporate spokesperson.

"We're fortunate to have someone with Brenda's experience and expertise in so many facets of the media to communicate on behalf of the company with the many diverse communities that we serve," said Frances A. Resheske, vice president of public affairs for Con Edison.

Most recently, Pérez was a deputy press secretary with the Office of the Mayor of New York City serving as a press liaison and spokesperson. In addition to responding to press inquiries on behalf of the mayor's office, Pérez also handled inquiries for a variety of city agencies as well, including the Departments of Transportation, Cultural Affairs, Human Resources, and Homeless Services. Prior to that position, she was a producer for *El Show de Christina*, a daily Spanish-language national television program broadcast on the Univisión network. Previously, Pérez was the director of public affairs for Lincoln Medical and Mental Health Center in the Bronx, New York, where she also acted as a press liaison and spokesperson. She is also a former news reporter and anchor for WXTV, Channel 41, Secaucus, New Jersey.

A native of Puerto Rico, Pérez holds a master's degree in journalism from Columbia University and a bachelor's degree in political science from the University of Puerto Rico. She resides in Riverdale, New York.