



**For Immediate Release**

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**BOSTON BUSINESSWOMAN ELECTED TO MASSACHUSETTS SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN BOARD OF ADVISORS**

Massachusetts Society for the Prevention of Cruelty to Children (MSPCC) is pleased to welcome Reetika Vijay to the Board of Advisors. Reetika is the Managing Principal for IA Interior Architects' Boston office. When asked why she chose to dedicate her time to MSPCC, Reetika responded, "As a mother of two children, I see how much positive impact love and safety makes in their lives. It breaks my heart to know that not all children receive this level of nurturing, which ultimately enables them to grow as confident, happy adults. I am excited to start working on behalf of MSPCC."

At IA Boston, Reetika and her team have designed workspaces that not only serve as tools to support innovation and productivity, but that also improve her clients' lives and ultimately bring joy. She brings more than 23 years of experience playing a leading role in strategic planning, managing, designing, administering, and negotiating a wide variety of project types. Reetika serves as executive sponsor to IA's research group as well as IA's Experiential Graphics Market.

Reetika also serves as the Founder and Executive Sponsor of IA Reach, a firm-wide global initiative that encourages and organizes philanthropic initiatives throughout each of IA's 20 offices on both a local and global level. Under her lead, IA's Boston office serves local charities on a monthly basis.

In her spare time, Reetika balances her career with her role as a wife and mother of two young children. She spends her evenings and weekends in Newton, MA, doing homework, driving them to sports and generally focusing on their personal growth. Reetika also supports her husband in the development of his self-owned businesses.

**About the Massachusetts Society for the Prevention of Cruelty to Children:** MSPCC's comprehensive array of programs and services includes child abuse prevention and intervention programs, mental health treatment, and adoptive and foster care support. Services are provided both in the home and through community-based locations across the state of Massachusetts. In addition, MSPCC is dedicated to protecting and promoting the rights and well-being of children and families and advocating for laws on their behalf. - See more at [www.mspcc.org](http://www.mspcc.org)

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