



For Immediate Release

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Boston Main Streets Foundation Welcomes Three New Board Members

Boston, MA – The [Boston Main Streets Foundation \(BMSF\)](#), a public-private initiative committed to make Boston's neighborhood commercial districts vibrant centers of commerce and community, welcomes three new additions to its board of directors: Alia Hamada Forrest, Gerald Robbins, and Roy Hirshland.

Alia Hamada Forrest is the Executive Director of Roslindale Village Main Street and has lived in Boston since 2003. She has a wide-range of interests and experience — she's worked as a children's book editor, as a barista and prep cook at a pie cafe, and as an AmeriCorps Massachusetts Promise Fellow at 826 Boston. For the last 10 years Alia has worked as a non-profit program and volunteer manager in Boston and Cambridge. She enjoys building communities with others and providing opportunities for folks of all ages to become engaged volunteers in their own neighborhoods. Alia has a Masters in Fine Arts in Creative Writing from Lesley University and is a published poet. She lives in Roslindale with her husband and young daughter.

Gerald Robbins is the Executive Director of Hyde Jackson Square Main Street (HJSMS), where he has led their local economic development for five years. Prior to joining HJSMS, Robbins was Director of Quality Enhancement at Victory Programs, an organization offering residential assistance to those struggling with addiction and chronic illnesses. Gerald is a proven leader with over 17 years of experience guiding collaborative projects in urban neighborhoods. His proven proficiency at managing service programs and budgets, supervising staff and volunteers, and fostering relationships with neighborhood partners makes him a perfect selection for this new position.

Roy Hirshland is co-founder and CEO of T3 Advisors, a commercial real estate company focused on serving growing technology and life sciences companies. With over 25 years of experience in strategic planning, Roy is an expert in successfully reflecting a company's vision through its workplace. A Philadelphia native, Roy graduated with a BA in Government from Colby College and is a frequent speaker on the changing dynamics of the workplace and corporate culture. In June 2014, he was awarded Entrepreneur of the Year by Ernst & Young Global Limited.

“We are excited to welcome Alia, Gerald, and Roy to the Boston Main Streets Foundation family,” said Joel Sklar, BMSF Board Chair. “All three leaders offer a distinct skillset that will greatly benefit our already impressive board. We've held ourselves to a high standard of raising



support, providing funding, and creating vibrant centers of commerce for the Boston Main Streets districts; and these recent additions reflect that commitment.”

The Boston Main Streets Foundation’s 12-member board plays a vital role in the success of the organization by providing critical guidance and creative support. A complete list of the Boston Main Streets Foundation’s current board of directors is available at www.bostonmainstreets.org.

About the Boston Main Streets Foundation

The Boston Main Streets Foundation (BMSF) is a public-private initiative established by the City of Boston in 2007. Through corporate, private, and public support, it has been the driving force behind the revitalization of the City's diverse regions by committing to make Boston's neighborhood commercial districts thriving, vibrant centers of commerce and community. BMSF seeks to develop long-term strategies to increase the economic power and resources of neighborhood commercial districts while pursuing initiatives that build knowledge and capacity for the Boston Main Streets programs and businesses they serve. Learn more at bostonmainstreets.org.

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