



Media Release:

NAACP Community Service Recognition to PACE Executive Director, Ursula Brown Robinson

Date: July 9, 2013

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PACE of the Triad Executive Director, Ursula Brown Robinson recently received the NAACP Community Service Award at the Greensboro Branch NAACP Freedom Fund Banquet. The annual award is presented to an individual with cumulative support and action addressing issues and concerns of the African American community within the framework, mission and vision of the NAACP in civil and human rights, according to the NAACP.



Julian Bond, civil rights leader and political activist was the keynote speaker at the gala event. Bond is currently a Distinguished Professor in residence at American University in Washington, DC. Other program guests included Rev. Dr. Cardes H. Brown, Greensboro NAACP president; Greensboro Mayor, Robbie Perkins and television news personality, Carol Andrews.

Robinson said, "This recognition is very humbling. I know there were many before me that have received this award who have achieved great things. Being active in the community and offering my voice to support those who may not speak as strongly or as loudly, is what I do naturally."

Robinson, a native of Laurinburg, NC, has been connected to the Greensboro community for over twenty years. Currently, she serves as Executive Director for PACE of the Triad, a non-profit health and human services agency. Robinson and a team of community health leaders were integral to the development and opening of the PACE program in July 2011. PACE, an acronym for **Program of All-inclusive Care for the Elderly**, serves as an alternative to nursing home placement for individuals who



qualify for skilled nursing care due to medical needs, but prefer to live at home and in their community.

Robinson is the Vice-Chair of Guilford County Department of Social Services' Board of Directors. She is also a member of the Guilford County Commission on Aging and numerous other professional organizations. She is an instructor with the Duke Divinity School's Project to Improve Care at Life End for African Americans.

Additionally, other community affiliations include her church, St. James Presbyterian; her sorority, Delta Sigma Theta and several other organizations in which she advocates for the underserved and the elderly.

Robinson earned a master's degree in health administration from Pfeiffer University and a master's degree in social work from the University of North Carolina at Chapel Hill. Her bachelor degree is in social work from the University of North Carolina at Greensboro. She is a licensed clinical social worker.

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