

## Leadership Changes Hands at Winston-Salem Ambassadors



Winston-Salem, NC – After 8 years, leadership is changing hands at the nonprofit Winston-Salem Ambassadors.

Founder Mackenzie Cates-Allen, who served as President from its founding in October of 2016 until October of 2024, is happily handing over the reins to Deanna Debrecht, of Winston-Salem.

Debrecht is thrilled to take on the role of Acting Executive Director for the Ambassadors. She has lived in Winston-Salem since 2012, and loves the richness of Winston-Salem's history and diversity. She became involved with the Winston-Salem Ambassadors in 2023 and joined the Board shortly thereafter. Debrecht is a 2024 graduate of the Leadership Winston-Salem Flagship program, and continues to learn about and sink her roots into this city that she loves. She looks forward to continuing the mission of the Ambassadors by welcoming all and sharing her love for Winston-Salem.

Cates-Allen has officially joined the Board of Directors and will serve for at least a year, as all the changes are implemented. "I am so happy to have served as the Inaugural President of this amazing nonprofit, and could not be happier to have such an amazing, delightful person to take over."

WS Ambassadors Board Chairperson Joey Watkins says, "I am excited about Deanna taking over as our Executive Officer and also thrilled to have Mackenzie continue to have a presence with the organization."

The WS Ambassadors run the Winston-Salem Holiday Parade, host tours and Monthly Meetups around all 8 Wards of the city throughout the year, and host Welcome to Winston-Salem Orientations for discovery and re-discovery of all aspects of the City. They serve as cheerleaders and Ambassadors for all the best parts of Winston-Salem, through their Ambassadorship Program. The Ambassadors Annual Meeting will be held 4/12/25 at the Salem Lake Marina at 1:30pm.

For more information, you can go to their website at [www.wsambassadors.org](http://www.wsambassadors.org), visit them at 420 N. Cherry St, or check the social media outlets Facebook, and Instagram (@wsambassadors.)



*The Winston-Salem Ambassadors is a tax-exempt nonprofit (81-4170578), with a mission to connect and welcome all, through education.*