



**Yocasta Lora** is AARP Pennsylvania's Associate State Director of Advocacy and Community Engagement. In this role, she spearheads national and state initiatives through advocacy and community engagement. Her focus is on creating diverse and equitable resources to enhance access to affordable housing, accessible transportation, and public spaces, in turn fostering safer, cleaner, healthier, and more vibrant communities for individuals aged 50 and above and their families.

Yocasta's impact extends to the Multicultural Market in the Philadelphia region, where she plays a pivotal role. As the overseer of the Hispanic/Latino, LGBTQ+, Asian American Pacific Islander, and African American Black markets, she is instrumental in fostering inclusivity and diversity.

She has been recognized with multiple awards, including the 2024 Philadelphia Power List and Philadelphia Community Service Award, the 2023 City & State Impact 50, and Pennsylvania's Most Powerful Forces for Environmental, Social, and Governance Improvement. She has also received accolades such as Philadelphia Urbanist Changemaker of the Year, Greater Philadelphia Social Innovation Award, AL DÍA 40 Under Forty Next Generation of Women Leaders: Rising Stars, Business and Professional Women (BPW) Professional of the Year Award, the International Community Service Award, and The AL DÍA Women of Merit Award.

Her current civic engagements include serving on the Pennsylvania Commission for Women under Governor Shapiro; Philadelphia250; the Montgomery County Advisory Council for Equity; the Pennsylvania Pedestrian and Pedalcycle Advisory (PPAC); and as a board member for the City of Philadelphia Office of Community Empowerment and Opportunity (CEO), Share Food Program, and HACE.

She also served on the Philadelphia Mayor-Elected Cherelle Parker Transition Team, The Delaware Valley Smart Growth Alliance (DVSGA), The Merchants Funds and COMHAR Boards, The Montgomery County Complete Street Steering Committee, the Philadelphia Association of Community Development Corporations (PACDC) Housing Committee, the Philadelphia Vision Zero Committee, the Philadelphia Transit Alliance, Census 2020 – Philly Count, Greater Philadelphia Hispanic Chamber of Commerce- Latina Leadership Advisory Board, Councilwoman Cherelle Parker Retirement Security Task Force, Philadelphia Minority Enterprise Development Week (MED WEEK), University of Pennsylvania Economic & Inclusion – Procurement Committee, Philadelphia Mayor Jim Kenney Transition Team, City of Philadelphia Planning Commission Re-Imagine Philadelphia, Transit Forward Philly, FitCity Philadelphia, and The Climate Resilience Research Agenda.

Lora's educational journey is a testament to her pursuit of excellence. She holds a Bachelor of Business Administration (B.B.A.) degree from La Salle University, an Executive Education Women's Leadership Certificate from Yale University, and has honed her skills in Effective Organizational Communication and Communication Strategies from Harvard University.

Lora, born and raised in Santo Domingo, Dominican Republic, now resides in Philadelphia. Her roots in the Dominican Republic inspired her to co-found Dominicanos in the Delaware Valley.