



SafeLand™

PRESS RELEASE

SAFELAND ANNOUNCES EXECUTIVE DIRECTOR

HOUSTON, TX MAY 2021 — The Board of Directors is pleased to announce its new Executive Director of SafeLand Inc, George Civello, who joined the non-profit organization April 19th, 2021.

George Civello is an experienced business executive who most recently served as a Sr Vice President of Business Development for Collega International, a global brand in education and beauty. George brings to SafeLandUSA a wealth of experience spanning non-profits, education, business startups, large companies, and new product development. Throughout his career George credits his professional success to building meaningful professional relationships with colleagues and across industry organizations. Joining SafeLand this month, George is extremely excited to embark on a new career journey as the organization's first Executive Director. George, along with the volunteer members of the SafeLand Board, are currently launching SafeLand's all new curriculum centered on IOGP Life Saving Rules, Human Performance Factors, Serious Injury and Fatality Potential, and any other key topics impacting worker safety.

"It's personally very gratifying to work with an organization that has such a vitally important mission of bringing workers home safe each day," said Mr. Civello." I look forward to helping shape and build the many opportunities ahead for Safeland. George and his wife, Heather, live in Louisiana with their two sons. Outside of work, George enjoys reading history, travel, golf, and time with his family.

ABOUT SAFELAND INC:

Formed as an industry-led non-profit organization in 2020, SafeLandUSA traces its origins to 2007 when a group of volunteers came together to create the industry's gold standard orientation program. SafeLand Inc. continues today as a non-profit led by industry members comprising major and independent operating companies, contractors, industry associations, and educators with the shared purpose of promoting a standardized safety orientation for workers in the US Onshore Oil and Gas industry. To date, over 1.4 million workers have completed SafeLand orientations and over 180 oil and gas companies require SafeLandUSA orientation to help ensure worker safety.

CONTACT INFORMATION

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