

FOR IMMEDIATE RELEASE

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United Way
of Northern California

Relief Fund Established to Assist Shasta Fire Victims

United Way to work with Tri Counties Bank and Others; Seeking Contributions

REDDING, CA (July 26, 2018) — United Way of Northern California today announced the establishment of the Shasta County Fire Relief Fund to aid victims of the Carr Fire, which has burned at least 20,000 acres and forced evacuations in the western part of the county, including the West Redding area.

Tri Counties Bank will provide approximately \$4,000 to get the fund activated. That bank, along with other financial institutions and businesses, is considering further contributions.

“We are seeking help from businesses and from individual donors,” said Larry Olmstead, President & CEO of United Way of Northern California.

Donors can click on the following link:
<https://app.mobilecause.com/f/1xpb/n>

They can also access the link by texting **CARRFIRE** to **91999**.

2-1-1 Shasta, the human services helpline operated by United Way, is available 24/7/365 for people seeking information about the fire. The free service is available by dialing 2-1-1, or texting your ZIP Code to 898211, or by visiting www.211shasta.org.

“Unless it is an emergency, we encourage people to use 2-1-1 rather than calling the emergency response agencies, so that those agencies can put their resources directly to firefighting and other emergency needs,” Olmstead said.

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About United Way of Northern California:

United Way of Northern California (UWNC) was established in Redding in 1953 and serves nine counties: Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama and Trinity. Its mission is to fight for the education, income and health of all residents in the community. UWNC raises funds for non-profit agencies and operates two 24/7 human services helplines: 2-1-1 Shasta and 2-1-1 Tehama, collectively known as 2-1-1 NorCal. United Way also operates VolunteerNorCal.org, a volunteer match website. For more information about United Way of Northern California visit www.norcalunitedway.org.