

FOR IMMEDIATE RELEASE

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United Way
of Northern California

Relief Fund Established to Assist Camp Fire Victims

REDDING, CA (Nov. 9, 2018) — United Way of Northern California (UWNC) today announced the establishment of the NorCal Disaster Relief Fund to aid victims of the Camp Fire, which has burned at least 70,000 acres, killed at least five people, destroyed much of the town of Paradise, threatens the city of Chico and forced tens of thousands to evacuate.

Larry Olmstead, President & CEO of United Way of Northern California, said donations will be used to provide emergency cash and other forms of emergency assistance to people who lost their homes, and to support UWNC's general disaster response as needs are further identified.

To make a donation, text BUTTEFIRE to 91999, or visit www.norcalunitedway.org and click the "Donate" button. Businesses and organizations interested in contributing to the Fund or partnering with United Way in this effort can contact Jacob Peterson, UWNC Development Director, at jpeter@norcalunitedway.org, 530-241-7521 or 916-218-5424.

UWNC already is operating the Shasta County Fire Relief Fund in response to the Carr, Hirz and Delta fires this summer. To date, United Way has provided assistance to more than 1,200 individuals and families impacted by those fires, distributing more than \$750,000. Carr Fire assistance is ongoing; UWNC is an active member of the Community Recovery Team, which is coordinating long-term recovery efforts in Shasta County.

"We are now facing short- and long-term relief and recovery situations in two of the North State's most populated areas," Olmstead said. "United Way will mobilize and join with community partners to be a positive force for recovery and rebuilding in our region."

United Way urges residents to call 2-1-1 for information on fire-related resources. UWNC operates 2-1-1 in Shasta and Tehama Counties, and helps support 2-1-1 Butte/Glenn, which is operated by Help Central, Inc. 2-1-1 is available 24/7/365. "For non-emergency calls, we encourage people to call 2-1-1, rather than the emergency response agencies, so that police and fire personnel can concentrate on dealing with urgent operations in the field," 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 24/7 human services helplines: 2-1-1 Shasta and 2-1-1 Tehama, collectively known as 2-1-1 NorCal. For more information about United Way of Northern California visit www.norcalunitedway.org.