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**United Way
of Northern California**

United Way to Reward Mask Wearers with Cash

30 Lucky Winners will be Randomly Chosen in Redding, Red Bluff, and Chico

REDDING, CA (October 30, 2020) - United Way of Northern California (UWNC) announced Friday its most recent effort to promote mask wearing in the North State, *United We Mask*. Residents in Redding, Red Bluff and Chico will have the opportunity to win a \$50 gift card as a reward for wearing a mask while in public.

“*United We Mask* is a fun way to get the community to come together and continue to fight against COVID-19,” said Larry Olmstead, President & CEO of United Way of Northern California. “This has been a long battle and it’s not over yet. We want to lift the spirits of our community members while reminding them of the importance of wearing a mask for public health, which is why we decided on surprising random mask-wearers with \$50 gift cards.”

Health officials say that face coverings, along with social distancing and frequent hand-washing, are effective ways to prevent transmission of the Coronavirus. Lowering the number of reported cases can help Butte, Shasta and Tehama counties ease state restrictions on businesses and public gatherings.

United We Mask’s gift card giveaway will occur in Redding, Red Bluff, and Chico the week of November 2nd. UWNC staff and Board members will hit the streets throughout the week to find and reward individuals who are following public safety guidelines. For more information on where United Way personnel will be the week of the giveaway, follow its social media channels (Facebook, Instagram, and Twitter) @NorCalUnitedWay.

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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 is active in disaster relief and recovery, raises funds for non-profit agencies and operates three 24/7 human services helplines: 2-1-1 Shasta, 2-1-1 Siskiyou 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