

**FOR IMMEDIATE RELEASE**  
**SEPTEMBER 17, 2014**

## **UNITED WAY OF NORTHERN CALIFORNIA RESPONDS WITH RELIEF FUNDS FOR THOSE AFFECTED BY THE BOLES FIRE; TRI COUNTIES BANK DONATES \$10,000 AND INVITES COMMUNITY MEMBERS TO ALSO DONATE**

**Weed, CA – (September 17, 2014)** - United Way of Northern California is responding to the Boles Fire in Weed, CA with onsite volunteers and two relief funds that are available for community members to donate to.

“Tri Counties Bank contacted us wanting to know what they could do to help,” said Wendy Zanutelli, President and CEO of United Way of Northern California, “we were so thankful for their generous donation to start a relief fund.” Tri Counties Bank donated the first \$10,000 to fund the Boles Fire Relief Fund, and they encourage community members interested in supporting victims of the Boles Fire to stop by any branch of Tri Counties Bank to make a donation. Rick Smith, President and CEO of Tri Counties Bank stated, “These are our neighbors, our friends and our customers. We want to do what we can in the short term to meet the immediate needs of the community. And we’ll be there in the days, weeks and months ahead as the community rebuilds.”

All checks or other items should be made payable to United Way of Northern California with a note on the memo line ***The Boles Fire Relief Fund***. Funds will be dispersed through United Way of Northern California to support the immediate needs of victims, including food, clothing and shelter. Donations are tax deductible.

United Way of Jackson County opened an account at US Bank for those affected by the Boles Fire. All funds collected will also be disbursed through United Way of Northern California for relief efforts in the community. “The Oregon community expressed a great desire to help their Northern California neighbors affected by this disaster so the Jackson County United Way opened this fund on our behalf. This partnership illustrates the power of the United Way network,” said Greg Balkovek, Chairman of the Board of United Way of Northern California. Donations can be made at all US Bank Branches.

United Way will not hold any fees from the donations made to either fund. 100% of the donations will directly benefit the relief efforts.

Other organizations responding to the effort are also accepting donations including the American Red Cross, the Salvation Army, Northern Valley Catholic Social Service, and the Shasta Regional Community Foundation. “We are all working together to coordinate efforts and utilize donations where they are most needed,” Zanutelli stated, “In addition, several of our corporate partners are ready to deploy their employees as volunteers as the rebuild efforts begin.”

For more information, contact Wendy Zanutelli at (530) 241-7521, log on to [www.norcalunitedway.org](http://www.norcalunitedway.org), or email [info@norcalunitedway.org](mailto:info@norcalunitedway.org).

### **About United Way of Northern California**

*Established in 1953 in Redding, California, United Way of Northern California now serves 9 Northstate counties including: Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity. Its mission is to improve lives in far Northern California by focusing on Education, Financial Stability, and Health by mobilizing and integrating resources and the caring power of community. In addition to raising funds for 50 local non-profit agencies, they also run 2-1-1, a direct dial resource hotline and they have recently launched a Prosperity initiative to increase financial self-sufficiency and security for families, while contributing to community vibrancy. For further information visit the United Way of Northern California web site at <http://www.norcalunitedway.org>.*

### **About Tri Counties Bank**

*Established in 1975, Tri Counties Bank is a wholly-owned subsidiary of TriCo Bancshares (NASDAQ; TCBK) headquartered in Chico, California. It now operates 41 traditional branch locations, 19 in-store branch locations and a network of 66 ATMs in 23 California counties, in addition to providing online and mobile banking access. The bank serves individuals, families and business in communities throughout Northern and Central California with a breadth of financial services including checking and savings accounts, consumer lending, home loans, commercial financing and cash management (treasury) services. Brokerage services are provided by the Bank's investment services through affiliation with Raymond James Financial Services, Inc. For further information visit the Tri Counties Bank web site at <http://www.tricountiesbank.com>.*

### **Press Contacts:**

Wendy Zanotelli, President & CEO United Way of Northern California

**Email:** [wzanotelli@norcalunitedway.org](mailto:wzanotelli@norcalunitedway.org)

**Phone:** 530-241-7521 ext. 103

Michael Murphy, Tri Counties Bank Marketing Director

**Email:** [MichaelMurphy@tcbk.com](mailto:MichaelMurphy@tcbk.com)

**Phone:** 530-332-2333

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