

## **FOR IMMEDIATE RELEASE**

United Way of Northern California  
2280 Benton Drive, Building B  
Redding, CA 96003  
530-241-7521  
norcalunitedway.org



**United Way  
of Northern California**

Media Contact:

Larry Olmstead, 530-241-7521  
lolmstead@norcalunitedway.org

### **United Way announces finalists for Champion of Youth Awards**

*Join us September 21 as we honor businesses, agencies and individuals serving youth*

REDDING, CA (Sept. 14, 2017) — Service in support of North State youth will be honored at United Way of Northern California's inaugural "Breakfast of Champions" fundraiser at Win-River Casino on Thursday, Sept. 21, from 7:30 to 9 a.m.

More than 160 guests are expected at the sold-out event, during which "Champion of Youth" awards will be announced in each of the following categories: local business, non-profit agency and individual citizen. The event will also feature a performance by the Redding Arts Project and a special presentation to Eagles Soar Youth Activity Center (ESYAC), a Redding-based after-school program for underprivileged children.

Local business finalists for the "Champion of Youth" honor include Westside Pizza, Dutch Bros Coffee and Snack Box Catering of Red Bluff. Non-profit finalists include Catalyst Mentoring, Girls Inc. of the Northern Sacramento Valley and Mi Casa Education, Inc. of Butte County.

Finalists for individual citizens include Georgia Rafferty of Redding, founder of See a Need, Fill a Need, a school-supply project; Jessie Woods, owner of The Gold Exchange and active community member in Red Bluff; and Mark Barrett, Board of Directors president of Boys & Girls Club of the North Valley.

Award presenters include Ashlee Tate, founder and director of Launch Pad 4 Kids, Inc. and co-host of "The Forum" on KIXE-TV; Jake Mangas, president & CEO of the Redding Chamber of Commerce; KRCR news anchor Mike Mangas, and Redding City Council member Julie Winter. Tate and Mike Mangas are members of the local United Way Board of Directors.

"Supporting our youth is key to ensuring a bright future for our North State communities," said Larry Olmstead, President & CEO of United Way of Northern California. "United Way is very excited for the opportunity to showcase the work of those making a difference for youth, and also to demonstrate our own hard work and commitment to the cause."

#### **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. For more information about United Way of Northern California visit [www.norcalunitedway.org](http://www.norcalunitedway.org).

###