

FOR IMMEDIATE RELEASE

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**United Way
of Northern California**

Tri Counties Bank Sets Goal of \$100K for Fire Relief

United Way to administer grants in Siskiyou, Trinity counties

REDDING, CA (October 31, 2017) – Tri Counties Bank has initiated a California Fire Fund 2017 for Northern California counties ravaged by fires in recent months. With a seed amount of \$25,000, Tri Counties hopes to raise \$100,000 through public donations to help individuals and families who have experienced loss or financial hardship as a result of the recent fires. If you would like to donate to this fund, please visit any Tri Counties Bank branch or donate online at www.youcaring.com/tcb-2017-fire-fund.

Funds will be allocated to local non-profits based on proportionate need and expected impact. To assist Tri Counties Bank, United Way of Northern California will administer the funds in Siskiyou and Trinity counties. People in these counties who have been affected by recent fires can apply for fire relief assistance at <https://www.norcalunitedway.org/tri-counties-bank-california-fire-fund-application>.

Additional funds are being raised for other counties affected by fires. The administering agencies and counties they serve include:

- **Catholic Charities of Santa Rosa**, for Sonoma and Napa Counties
- **North Coast Opportunities**, covering Lake and Mendocino Counties
- **The Salvation Army**, serving Butte, Yuba, and Nevada Counties

For questions regarding administration of the funds in Siskiyou and Trinity counties, please refer to the link above, or contact United Way of Northern California at 530-241-7521.

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. UWNC also operates Volunteer NorCal, a website that connects volunteers to agencies (volunteernorcal.org), and currently coordinates the Prosperity Initiative, a collective impact project that promotes financial stability and youth enrichment. For more information about United Way of Northern California visit www.norcalunitedway.org.