

## FOR IMMEDIATE RELEASE

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### **Nominations open for “Champion of Youth” awards**

*United Way to honor businesses, non-profit organizations and individuals  
working with youth*

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REDDING, CA — United Way of Northern California (UWNC) is seeking nominations for its first annual Champion of Youth awards, which spotlight those who make a positive impact on the youth in our community.

The organization is asking the public for nominations for three categories: local business, non-profit organization and individual citizen. UWNC will announce winners and salute three nominees in each category at its upcoming “Breakfast of Champions” fundraising breakfast, held on September 21<sup>st</sup> at Win- River Resort & Casino in Redding.

“Our youth represent our future. ‘Breakfast of Champions’ provides an opportunity to spotlight the many people and organizations that are stepping up on behalf of youth in our community. This event also gives United Way the opportunity to share information about our youth-related initiatives, and to solicit more resources so we can continue our efforts to make a positive difference on behalf of kids and families in the North State,” said Larry Olmstead, President & CEO of United Way of Northern California.

Deadline for nominations is on Monday, July 24<sup>th</sup>. Nomination and ticket information can be found at [norcalunitedway.org/breakfast-champions](http://norcalunitedway.org/breakfast-champions).

#### 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](http://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](http://www.norcalunitedway.org).

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