

FOR IMMEDIATE RELEASE
September 2, 2015

United Way of Northern California Announces Search for New CEO

Redding, CA – (September 2, 2015) – The Board of Directors for the United Way of Northern California announced today that they are recruiting for a President & CEO to succeed their current President & CEO, Wendy Zanotelli. Wendy is returning to the financial services industry, in which she worked for 20 years prior to joining the non-profit. Chairman of the Board, Greg Balkovek stated, "We are extremely grateful for Wendy's leadership during the critical transition period for United Way these past four years and we are excited that she will continue to be a leader for our organization into the future."

Wendy will be joining the 6th largest credit union in the nation with more than \$9 billion in assets, the Golden 1 Credit Union, as their Market Area Manager for the Northern California market. She will remain in Redding and will continue to oversee the United Way as CEO in a part-time voluntary capacity until a new CEO is placed, at which time she will transition to a leadership role on the Board of Directors.

"I'm very proud of all that we've accomplished in my nearly four years as CEO of United Way. We've positioned our United Way to be a leader in solving some of our most complex and ongoing issues in the Northstate, such as multi-generational poverty, and I'm excited to continue in a leadership role as we begin to create positive results for our community through this critical work," Wendy stated. According to a recently released report, 26% of children in the Northstate live in poverty and the United Way of Northern California is working to reduce that number through their recently-launched Prosperity initiative.

To learn more about the organization or to apply for the CEO position, visit their website at www.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. It's 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>.

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