

FOR IMMEDIATE RELEASE

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**United Way
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United Way of Northern California Provides Maui Wildfire Relief Efforts
Senior Manager Flies to Maui to Provide On-The-Ground Support

Redding, CA (August 14, 2023)--United Way of Northern California (UWNC) Senior Program Manager Matt Plotkin flew to Maui today to provide on-the-ground support to the wildfire relief efforts.

The recent disaster in Maui hits home for Matt and many other North State residents as parallels are drawn between the Lahaina fire and the 2018 Camp Fire. As the former chair of the Camp Fire Collaborative, Matt will use his expertise in disaster relief to help the local Maui United Way respond to the devastation.

“I’m honored to be invited to go to help the local United Way and people of Maui, and grateful for the support from the local North State community,” Plotkin said.

UWNC will walk alongside what is becoming a massive humanitarian effort from others in the United Way network and across all non-profit, government, and business sectors.

This boots-on-the-ground support comes in addition to a direct contribution of \$15,000 to Maui United Way’s relief fund, authorized by UWNC’s Emergency Response Fund Committee. The agency is in direct and ongoing contact with Maui United Way president Nick Winfrey and the United Way Worldwide network to further address this crisis.

UWNC is accepting donations on behalf of Maui United Way. Go to www.norcalunitedway.org, click the Donate button, and select the drop-down option, “Maui Fire Relief.”

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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 is active in disaster relief and recovery, raises funds for nonprofit agencies, and operates human services helplines in Shasta, Siskiyou, and Tehama counties, accessed by dialing 211. For more information about United Way of Northern California, visit www.norcalunitedway.org.