LOCAL NON-PROFITS JOIN FORCES TO HELP COMMUNITY DURING #GIVINGTUESDAY™

FOR IMMEDIATE RELEASE

CHICO CA  November 14, 2013  Staff, volunteers and residents from Skyway House and Community Action Agency of Butte County, Inc. Esplanade House will join forces with the Downtown Chico Business Association (DCBA) during #GivingTuesday™ on December 3, 2013. #GivingTuesday™ is a campaign to create a national day of giving at the start of the annual holiday season. It celebrates and encourages charitable activities that support non-profit organizations. Representatives from all three organizations will take part in a variety of Downtown Chico clean-up projects that day including curb painting, trash pick-up, downtown park clean-up and more.

Coming on the heels of Black Friday and Cyber Monday, #GivingTuesday encourages people to talk with their families, friends, neighbors, and colleagues about the importance of giving and to find creative new ways to raise funds and help out in their communities. The #GivingTuesday message for 2013 is clear: every action counts, every dollar matters, and when these things come together, they make a powerful statement about who we are.

“Our intended goal is to give back to the community in an impactful, thoughtful way,” said Jennifer Carvalho, Executive Director of Skyway House.

For the last 20 years, both Skyway House and Esplanade House have been serving those in need. The Skyway House mission is to serve individuals and families in the treatment of substance abuse, opening doors to an empowered way of life, thereby reducing the impact of addiction in our community. Esplanade House, a program of the Community Action Agency of Butte County, aims to provide a safe, healthy

(MORE)
and nurturing environment for homeless families while implementing a goal-oriented program
designed to help homeless parents and children move from crisis to self-sufficiency.
The **Downtown Chico Business Association (DCBA)** was formed in 1975 by a group of downtown
business owners in an effort to ensure the economic vitality of the region. It encompasses 40 square
blocks and includes an average of 450 diverse businesses.

For more information about #GivingTuesday™, visit [http://community.givingtuesday.org](http://community.givingtuesday.org). To volunteer,
contact Beth Porter, Program Manager, at 530-891-2977 or bporter@buttecaa.com.

###