



NEWS RELEASE

FOR IMMEDIATE RELEASE
January 15, 2010

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Local Businesses Work to Help Haitian Relief *Funds desperately needed as death toll rises*

(San Luis Obispo, CA) – Marketing firm Barnett Cox & Associates (BCA) and Mission Community Bank have teamed up to generate local support for Haitian Earthquake victims. The two are working with the United Way of San Luis Obispo County to gather funds for distribution through the United Way Worldwide Disaster Fund.

According to Maggie Cox of BCA, the goal is to offer Central Coast residents an easy and reliable way to help where it is most needed: with cash contributions. “We know that in times of crisis like this, people want to help...and they want assurance their donations will produce real help,” Cox said.

Contributions can be made to the United Way of SLO County’s Haitian Relief Fund at Mission Community Bank. Donations received will be directed to the United Way Worldwide Disaster Fund for Haiti, which supports the long-term recovery efforts to rebuild lives and infrastructure devastated by this natural disaster. “This Fund will help address the health-related challenges so many people in Haiti now face, as well as the much needed efforts to rebuild their communities after the disaster,” said Rick London, CEO for United Way of SLO County.

Mission Community Bank has stepped up as a donation site where contributions at any one of its four locations will be deposited into the United Way Haitian Relief Fund account. The Haitian Relief Fund account is open and ready to receive funds. “Any amount will help,” said London. “While immediate emergency response is now in progress in Haiti, its eventual reconstruction and economic renewal also remains a top priority.” The outreach effort includes news media contacts, a Facebook page, website and viral marketing. Mission Community Bank and BCA are making cash contributions and challenging local businesses and residents to do the same.

Contributions can be made by mail or in person. Mission Community Bank has branches in San Luis Obispo (581 Higuera Street), Paso Robles (1226 Park Street), Arroyo Grande (154 West Branch Street) and Santa Maria (1670 South Broadway). BCA has a collection center at its offices, 711 Tank Farm Road, Suite 210 in SLO. The United Way can also accept on site cash and credit card contributions in person at 1288 Morro St. in downtown SLO or by phone to 541-1234. Donors interested in contributing online or via text message can log on to www.unitedwayslo.org for more information. All contributions should be designated to “Haitian Relief Fund”.

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