



## **PRESS RELEASE**

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### **PAJARO VALLEY PREVENTION AND STUDENT ASSISTANCE RECEIVES UNITED WAY COMMUNITY BUILDER AWARD**

Award comes at critical time of Community Capital Campaign for new counseling center

**Watsonville, CA** – Pajaro Valley Prevention and Student Assistance (PVPSA) is honored to be named Advocacy Organization of the Year by United Way of Santa Cruz County. This award is part of the Community Builder Awards, with a ceremony to be held on Thursday, April 25<sup>th</sup> at Seascape Golf Club in Aptos, California.

“It is such an honor to be recognized by the United Way of Santa Cruz County, an organization that focuses on building strong communities through the investment in our youth and families, much like PVPSA,” stated Erica Padilla-Chavez, CEO of PVPSA. “This is coming at a critical time during our community Capital Campaign to build our new counseling center – Kids Korner Plus! - which will allow our organization to address our waiting list and meet the growing need for our services.”

**About the Community Builder Awards:** The Community Builder Awards recognize the many volunteers, business partners, community leaders, and organizations who partner with United Way to create a more vibrant community. The annual event highlights awards to the community’s leading contributors to youth well-being.

**About the Kids Korner Plus! Capital Campaign:** PVPSA recently announced the public portion of their Kids Korner Plus! Capital Campaign. The new building, located at 411 East Lake Avenue in Watsonville, will allow PVPSA to grow and to serve more children and families, have an efficient central location for staff and to unify services. The current historic home, just down the street at 335 East Lake Avenue, will be refurbished to house the administration and be accessible for community events.

Through the generous and dedicated involvement of many community leaders, concerned individuals, corporations, foundations and their Board of Directors, PVPSA has already raised 90% of their goal, and now need only \$200,000 in community funds to complete the project.

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