



NBC BAY AREA AND TELEMUNDO 48 TEAM UP WITH UNITED WAY BAY AREA FOR FUNDRAISER BENEFITTING CALIFORNIA FIRE VICTIMS ON “GIVING TUESDAY” NOVEMBER 27

SAN JOSE, CA – (November 26, 2018) – NBC Bay Area / KNTV and Telemundo 48 Área de la Bahía / KSTS will team up with United Way Bay Area and will host an all-day fundraiser on Tuesday, November 27, to assist relief and recovery operations for people affected by the devastating wildfires in Northern and Southern California.

The televised fundraising event will take place on Giving Tuesday, November 27, a national day that celebrates the power of giving back. The stations' phone bank and online fundraiser will help raise money for disaster relief funds established by United Way of Northern California and United Way of Ventura County and United Way of Greater LA that provide immediate and longer-term support to individuals and families affected by the recent wildfires in California.

“As a local news organization we have a commitment to keeping our communities informed, and to help our neighbors in need,” said Stacy Owen, President and General Manager of NBC Bay Area and Telemundo 48. “As we all watch the devastating images of individuals and neighborhoods impacted by the wildfires, we all want to help in some way. We are pleased to partner with United Way Bay Area to provide a meaningful way for anyone who wants to donate and help individuals and families impacted.”

Four ways to donate during the NBC Bay Area/Telemundo 48/United Way Bay Area fire relief fundraiser:

- Call in to the telethon at 1-833-NBC-KNTV between 6 a.m. and 7 p.m.
- Text BUTTEFIRE to 91999 to donate to relief for Camp Fire in Butte County
- Text “UWVC” to 41444 to donate to relief for Ventura and LA Counties
- Visit NBC Bay Area’s website at www.nbcbayarea.com/donate or Telemundo 48’s website at www.telemundo48.com/donativos.

“United Way Bay Area is proud to partner with NBC Bay Area and Telemundo 48 in extending the spirit of community to support our northern and southern regions devastated by the wildfires,” said Anne Wilson, CEO of United Way Bay Area. “We hope that raising funds will allow us to begin building a pathway to recovery by providing basic needs for those affected within our communities.”

The funds are being administered by United Way of Northern California and United Way of Ventura County and United Way of Greater LA, which will allocate and distribute funds to support impacted counties. The cash aid will help individuals move on from the shelters and will be used to help find temporary and permanent housing, make up for lost work wages, cover transportation and relocation costs as well as extra money for food and gas.

NBC Bay Area (Comcast channel 3 and 703 and over-the-air on 11) and Telemundo 48 (Comcast channel 18 and 718 and over-the-air on 48) will air live updates of the fundraiser throughout the day on Tuesday. Use #CaWildFireFundraiser to follow the fundraiser online and follow [@nbcbayarea](#), [@telemundo48](#) on twitter.

About NBC Bay Area / KNTV

Owned by NBCUniversal, NBC Bay Area / KNTV is the Bay Area's investigative station located in the heart of Silicon Valley. The station is committed to providing continuous, in-depth journalism with unique personalities. Along with broadcasting NBC's award-winning daytime, prime-time and late night programming, NBC Bay Area produces more than 32 hours of news programming each week. The station can be seen locally on Comcast 3 and 703 and over-the-air on 11. COZI TV, the station's digital network, offers a full schedule of America's most beloved and iconic television series, hit movies and original programming. COZI TV can be seen locally on Comcast 186 and over-the-air on 11.3.

About Telemundo Telemundo 48 / KSTS

Telemundo 48 / KSTS is Telemundo's local television station serving the Spanish-speaking community throughout the Bay Area. Owned by NBCUniversal, the station is committed to providing viewers with breaking news and in-depth journalism with their award-winning team of reporters, offering the most up-to-date local news, weather, sports and entertainment headlines through a variety of platforms, including online at [TelemundoAreadelaBahia.com](#) and via mobile and social media channels.

About United Way Bay Area

United Way Bay Area (UWBA) fights for financial stability and equal opportunity for residents in eight Bay Area counties. UWBA takes an innovative, holistic approach to ending the cycle of poverty through advocacy and programs that support all ages—providing free access to family support, financial and career coaching, job opportunities and basic needs. Learn more at [uwba.org](#).

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