



FOR IMMEDIATE RELEASE

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UCP NAMES 2017 HUMANITARIAN OF THE YEAR Annual event to raise funds for people with developmental disabilities

SACRAMENTO – Rick Niello of The Niello Company will be honored at the Foundation for UCP of Sacramento and Northern California’s 24th Annual Humanitarian of the Year Award Dinner 5:30-9 p.m., May 18, 2017 at the Hyatt Regency Hotel Sacramento. The UCP Humanitarian of the Year Award is Sacramento’s premier humanitarian award given to individuals who have displayed a passion for our region and a desire to work toward enhancing the lives of others. The event is UCP’s largest fundraiser of the year and supports its programs which empower people with developmental disabilities.

“Rick Niello leads with integrity, appreciable drive for business and a dedication to meeting his clients, employees and community needs. He is a true humanitarian,” stated Jeanne Reaves of Reaves Consulting and 2017 Humanitarian of the Year event Co-Chair.

As President of The Niello Company, Rick has provided leadership and humility. When asked by anyone, “What’s your favorite part of the car business?” Rick will gladly respond, “I love cars and enjoy all of the products in our line up, but what I like most is that I’m not in the car business, I’m in the people business. That’s what I really enjoy.” To validate his value of people and community, The Niello Company supports hundreds charities and non-profit organizations in our region and beyond.

More than 500 people are expected to attend Sacramento’s premier humanitarian event, which has raised more than \$2 million for local children, adults, and families with developmental disabilities. Last year’s event raised \$248,000 through ticket sales, sponsorships, and live and silent auctions. For tickets or sponsorship opportunities, contact Natisha Frye Cowling at nfryecowling@ucpsacto.org (916) 283-8317.

About UCP Sacramento and Northern CA

Each month, UCP of Sacramento and Northern California serves 5,730 children and adults with developmental disabilities and their families in Butte, El Dorado, Nevada, Placer, Sacramento, Shasta, Sutter and Yolo counties. Programs include the Saddle Pals adaptive horseback riding program, UCP’s Autism Center for Excellence at Sacramento State, adult day programs, independent living services, transportation and in-home respite care for families. For more information about the organization, visit www.ucpsacto.org.

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