



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **PLEASANTON SEEKS COMMUNITY OF CHARACTER NOMINATIONS**

*Deadline for Submission April 3, 2017*

PLEASANTON, Calif — The City of Pleasanton, in partnership with the Community of Character Collaborative, is seeking nominations for the 2016 Juanita Haugen Community of Character Award, established in 2008 to recognize Pleasanton citizens who model the Collaborative's high ethical and moral standards of behavior and who are dedicated volunteers in the community.

This award is named in honor of a longtime community volunteer and Pleasanton Unified School District Board Member, Juanita Haugen. Haugen, a co-founder of the Pleasanton Community of Character program, believed that part of Pleasanton's success is due to its compassionate citizens who are civically engaged. Her vision was to remind people to model ethical standards of behavior in their homes, businesses and community throughout their lives.

Candidates for this award should exhibit the following traits: Compassion, Honesty, Respect, Integrity, Self-Discipline, and Responsibility. Nominees must be Pleasanton residents or non-profit groups conducting their volunteer work within Pleasanton. Anyone wishing to nominate an individual or a non-profit group can download a nomination form at [www.communityofcharacter.org](http://www.communityofcharacter.org) . **The deadline for submission is April 3, 2017.**

Juanita Haugen Community of Character Award recipients will be honored at the May 24, 2017 Community of Character Collaborative Luncheon 11:30 a.m.-1:00 p.m. at the Veterans Memorial Building, 301 Main Street.

Businesses, groups and individuals wishing to sponsor the event may do so by contacting Community of Character Board President Kelly Dulka at 925 263-4444 or by email at [kdulka@ymcaeastbay.org](mailto:kdulka@ymcaeastbay.org) . Sponsors will receive seating for 8 and recognition at the event.

In addition to recognizing exemplary adults in our community, each year three or more high school students are honored with the Juanita Haugen High School Community of Character Scholarship. Contributions can be made to the Community of Character Collaborative Scholarship Fund care of The Pleasanton Chamber of Commerce 777 Peters Avenue, Pleasanton, CA 94566.

### **The Community of Character**

The Community of Character Collaborative is a 501 (c) (3) non-profit organization of volunteers working together to create a Pleasanton community culture built on values, goodwill, and community-accepted traits of Responsibility, Compassion, Self-Discipline, Honesty, Respect and Integrity. This volunteer committee is jointly supported by the City of Pleasanton, Pleasanton Unified School District, Pleasanton Chamber of Commerce and various business, individuals, non-profits, service and faith based organizations. For information on becoming an Organization of Character or for additional information on how you can promote character in your community visit [www.communityofcharacter.org](http://www.communityofcharacter.org) .

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