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CAMARILLO VIDEO GAMING COMPANY ISSUES 'GIVE WHERE YOU LIVE' CHALLENGE TO THREE VENTURA COUNTY NONPROFITS

CAMARILLO, Calif. (Dec. 7, 2011) – Zindagi Games, a Camarillo video gaming company, has challenged FOOD Share, the Boys & Girls Club of Camarillo and RAIN Transitional Living Center to raise \$100,000 before Dec. 31, as part of the 2011 Zindagi \$100,000 Challenge. Zindagi also encourages other businesses to join in the effort to rally Ventura County employers and their employees to “give where they live.”

Umrao Mayer and George Simmons, the principals of Zindagi Games, agreed to match dollar for dollar — up to \$50,000 — all donations raised by the three Ventura County nonprofits between now and the end of the year. Having supported each charity individually in the past, Zindagi Games chose to collaborate with these agencies this year to make a bigger impact and achieve greater results.

“We believe in the power of working together,” said Mayer and Simmons when the challenge was formally issued. “Each of these three organizations is doing important work in sustaining our neighbors, and we think that this challenge grant will motivate other businesses and individuals to leverage their gifts to make a more powerful impact, especially when folks ‘give where they live.’ These funds will help each organization continue its good work throughout the year, helping those who are hungry, homeless and youth needing assistance. Especially at this time of the year, these funds are precious in helping these nonprofit leaders do their important work.”

Bonnie Weigel, FOOD Share CEO, appreciates Zindagi's strategy.

"Zindagi is sharing their corporate giving philosophy and challenging others to follow suit," she said. "We are so grateful for their leadership in our community and their invitation to Ventura County residents and businesses to be a part of the Zindagi \$100,000 Challenge. We know that by working together, we can make our community a better place to live."

The Ventura County Community Foundation (VCCF) supports the Zindagi Challenge by establishing a fund to receive donations, including a fund page on its website to respond to online gifts and share stories about the challenge. VCCF will distribute the proceeds equally to each of the three agencies. The web address for making online donations is vccf.org/zindagi.

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Zindagi Games

Zindagi Games is a video game development studio in Camarillo, They have created titles for the PS3 Move such as "Sports Champions" and "Medieval Moves: Deadmund's Quest." At Zindagi, they are greatly aware of the current needs in the community and throughout the world; they strive to confront these struggles and produce change, starting with where they live. It is Zindagi's hope to engage and encourage more corporations to become involved with local charities and nonprofits, thereby creating a cycle of generosity and giving that truly endures. www.zindagigames.com.

About the Zindagi \$100,000 Challenge nonprofits:

FOOD Share

The food bank distributing millions of pounds of food each year to those in need throughout Ventura County, FOOD Share collects and receives food year-round, distributing through more than 150 pantry partner agencies throughout Ventura County, including Camarillo, Fillmore, Moorpark, Oak View, Ojai, Oxnard, Santa Paula, Simi Valley, Somis, Thousand Oaks and Ventura.

FOOD Share provides food to more than 74,500 people each month countywide through its partner agencies and multiple programs. Programs include the Senior Brown Bag that provides supplemental nutrition to nearly 2,000 low-income seniors, home delivered meals and supplemental groceries through the Oxnard and Ventura Senior Nutrition Programs and the Kids' Farmers' Markets — offering nutrition education, healthy recipe preparation and taste testing and a farmers' market free fresh produce "shopping experience."

In 2011, FOOD Share partnered with Ventura County's Human Services Agency to provide expanded CalFresh enrollment assistance. CalFresh, formerly called food

stamps, is the largest federal nutrition assistance program that provides supplemental nutrition assistance to eligible Ventura County residents.

For more information: call (805) 983-7100 or go to <http://www.foodshare.com>.

The Boys & Girls Club of Camarillo

Founded in 1967, the Boys & Girls Club of Camarillo is a 501(c)(3) nonprofit organization whose mission is to provide programs for young people between the ages of 6 and 21 that will inspire them to realize their full potential as productive, responsible and caring citizens. Since it first opened our doors more than 40 years ago, the Boys & Girls Club of Camarillo has continued to offer local children and youth a safe place to learn and grow; ongoing relationships with caring, adult professionals; and life-enhancing programs and character-development experiences.

Serving over 300 children per day, its wide range of programs and services promote and enhance the development of children and youth by instilling a sense of competence and belonging. Our programs encompass the following three focus areas: academic success, healthy lifestyles and good character and citizenship. Go to www.bgccam.org.

RAIN Transitional Living Center

RAIN Transitional Living Center has successfully served over 1,800 homeless Ventura County residents, almost half of them children, over the last decade in a safe, home-like environment. RAIN TLC provides a full range of vital services such as meals, job search assistance, counseling, tutoring, transportation families need to attain permanent housing and long-term self-sufficiency. It is a harsh reality, in these troubled economic times, that full-time employment does not insure against the possibility of homelessness, but over and over the story has been repeated — give someone a hand up and they will do the rest. To learn more about RAIN, visit www.raincommunities.org or call (805) 389-3308.

ABOUT VCCF

VCCF invests the charitable capital that drives the philanthropic engines of Ventura County. Its portfolio performance ranks in the top 10 of all community foundations in the United States for long-term growth. With total assets of \$97.7 million, its mission is to promote and enable philanthropy to improve our community for good for ever, which it does through grantmaking, scholarships and training at its Center for Nonprofit Leadership. Visit vccf.org or call (805) 988-0196.



VCCF has been certified in compliance with national standards by the Council on Foundations, the highest form of peer review in the United States.