

Charlotte Area Fund Launches "Good Health is Wealth" COVID-19 Awareness Campaign in honor of Community Action Week



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FOR IMMEDIATE RELEASE

Local nonprofit launches hyper-local campaign to remind residents a strong community is a healthy one

(Charlotte, NC) – June 16, 2022 – The Charlotte Area Fund, Mecklenburg County's Community Action Agency, officially launched its new COVID-19 awareness campaign "Good Health is Wealth" in celebration of Community Action Week. The campaign, which is being executed in partnership with C.W. Williams Community Health Center, kicks off this weekend at the Juneteenth Festival of the Carolinas.

On Saturday, June 18, the "Good Health is Wealth" campaign will have a strong presence at the festival by providing on-site health screenings, COVID-19 vaccinations, important information about Charlotte Area Fund programs, as well as opportunities to win food and gas vouchers and other prizes.

"Let's face it, COVID-19 isn't going anywhere – vulnerable populations remain at risk," said Nick Wharton, CEO of Charlotte Area Fund. "That's why this campaign is so important. The 'Good Health is Wealth' campaign is designed to meet people where they are to encourage healthy choices like eating right, exercising, wearing a mask and getting vaccinated and boosted as a lifestyle change to survive and thrive."

In 2019, Mayor Vi Lyles issued a proclamation making the third week of June Community Action Week. This annual celebration led by the Charlotte Area Fund, in collaboration with its partners and volunteers, and the important work done to help financially disadvantaged people reach economic self-sufficiency.

Throughout the pandemic, Charlotte Area Fund has supported families directly impacted by COVID-19 including thousands of local families who have experienced the loss of loved ones, the loss of employment and the loss of housing as a direct result of the virus.

"Poverty is complex. COVID19 exposed the intersectionality of race, class, and health and how systems and behavior maintain social inequality. We want people to have access to information and resources to make smart choices to protect their health and to know that Charlotte Area Fund is here to offer assistance," added Wharton.

In addition, on Wednesday, June 22, Charlotte Area Fund will celebrate its Self-Sufficiency Graduation Dinner at the Harvey B. Gantt African American Art and Cultural Center honoring more than 60 participants who achieved state and national workforce certifications in high demand careers, high school equivalency, or other personal milestones.

Guest speakers include Buffalo New York community leaders, Fajri Ansari, Iman of Masjid Nu'man Mosque, and Dr. Lavonne Ansari, CEO & Executive Director, Community Health Center of Buffalo, Inc. The Ansaris will provide insights and perspectives on community trauma of overcoming COVID19 and the recent Buffalo shooting massacre.

About the Charlotte Area Fund

Charlotte Area Fund, a 501 (c) 3 nonprofit organization, is working to end poverty by investing in individuals and communities. The organization offers resources that remove barriers, inspire possibility, and build pathways to economic self-sufficiency. The Charlotte Area Fund provides job training for high-demand careers, emergency assistance, success coaching and essential wrap-around support for eligible Mecklenburg county residents. For more information, please visit <https://www.charlotteareafund.org>.

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