

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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SONOMA COUNTY, CA—First Responders Resiliency, Inc.® (FRRRI) has launched its first annual fundraising campaign titled Honor a Responder. The Honor a Responder campaign is part of a Capital Campaign to raise funds for the development of the premier First Responders Resiliency Center™ in Cotati, California.

Donors can choose to Honor any current or former Responder in their lives: law enforcement, fire, EMS, dispatch. During the checkout process, donors can choose to send an eCard to their honoree to let them know a donation was made in their name. First responders and their families have experienced unprecedented strain during the pandemic, a situation compounded locally, where dangerous and destructive wildfires rage for months each year. The life-changing supportive services offered by FRRRI through in-person and on-line conferences are needed more now than ever.

All funds raised from the Honor a Responder campaign will go towards the development of the premier First Responders Resiliency Center™ in Cotati, California. The Phase 1 goal of the Capital Campaign is \$2 million which includes land preparation, architectural plans, and permits.

The First Responders Resiliency Center™ will not only be a home for the training they offer, but will also provide real-time access to wellness and support services so desperately needed by first responders and their families. The Center will include, but is not limited to:

- trauma therapists
- addiction and recovery support
- physical and mindfulness programs
- conference lecture hall
- equine assisted therapy
- cancer support
- family services department
- preventative holistic modalities

Donors wishing to Honor a Responder can visit <https://give.classy.org/honoraresponder> or FRRRI's social media accounts: <https://www.facebook.com/Resiliency1st>, <https://www.instagram.com/resiliency1st/>.

About First Responders Resiliency, Inc.

First Responders Resiliency, Inc.® (FRRRI) is a cutting-edge, non-profit organization dedicated to the proactive psychological, neurological, physical, emotional and relational well-being of first responders and their families. Founded and operated by first responders, the organization is based on current research and science that provides comprehensive, holistic, and proactive training to equip first responders (and their families) to become more resilient both on and off duty. To learn more or make a donation, visit

www.resiliency1st.org.

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