



**FOR IMMEDIATE RELEASE**

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**Butte Community Bank to Participate in The V Foundation's Annual Show Your Spirit!® Campaign**

*Registration and information available on [www.jimmyv.org/showyourspirit](http://www.jimmyv.org/showyourspirit)*

Chico, CA (2/26/2010) – The employees of Butte Community Bank have joined forces with The V Foundation for Cancer Research and Team ESPN in the fight against cancer. To celebrate college basketball tournament season, on Fridays in March, Butte Community Bank employees will team up with \$5 donations for the national Show Your Spirit campaign which raises funding and awareness for cancer research.

The Show Your Spirit campaign annually coincides with the national collegiate basketball tournaments. Participants are asked to contribute \$5 each to The V Foundation in order to “earn” the right to wear their favorite team jersey and blue jeans to work on the Show Your Spirit days, which for the Bank are every Friday in March. Each participant will receive a “Don’t Give Up...Don’t Ever Give Up”® button to show their support and visibly remind others of the need for cancer research funding.

The Bank regularly offers “Blue Jeans for A Cause” events to its employees. They can pay \$5.00 per Friday for a given month and the donations benefit local and national non-profit organizations. The V Foundation for Cancer Research has been chosen to be the program recipient for the month of March. Since enacting the Blue Jeans for A Cause events in 2008, BCB employees have generously donated over \$18,000 which has been given to various charities including Big Brothers Big Sisters, Relay for Life, The Jesus Center, Shasta Women’s Refuge, Paradise Family Resource Center, The Salvation Army, The Alzheimers Association, the American Heart Association, Special Olympics, The American Red Cross and The Lance Armstrong Foundation.

“Our Blue Jeans for A Cause fundraising events are very popular with our employees and are a great opportunity to show our customers and the public how much we are committed to worthy, non-profit organizations,” says Butte Community Bank Marketing Coordinator, Tina Dahl. “The V Foundation for Cancer Research is a fantastic organization that works tirelessly in the fight against cancer and Butte Community Bank is honored to be a part of the Show Your Spirit Campaign.”

Current statistics reveal that cancer will strike one of every two men and one of every three women in the United States. There are more than 12 million cancer survivors in the United States today thanks to cancer research and treatments to prolong lives and improve the quality of life for those living with cancer.

“In the fight against cancer, we all play on the same team,” said V Foundation CEO Nick Valvano. “What a powerful force we’d be, if millions of people across the country would join together against this common foe. Every single Show Your Spirit contribution will help make a difference in the fight against cancer, a disease that will eventually affect every American family.”

Thanks to a grant from **Nike, Inc.** which will cover all 2010 program expenses, The V Foundation guarantees that 100% of all Show Your Spirit donations will directly fund cancer research.

***The V Foundation for Cancer Research** was founded in 1993 by ESPN and the late Jim Valvano, the legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$90 million to fund research grants nationwide and has been awarded a coveted seventh consecutive (highest possible) rating from Charity Navigator. For more information on The V Foundation or to make a donation, please visit [www.jimmyv.org](http://www.jimmyv.org) or call 1-800-4JimmyV.*

### **About Butte Community Bank**

Butte Community Bank, a subsidiary of Community Valley Bancorp, is a progressive Northern California bank that combines traditional deposit and lending services with innovative banking solutions. Founded in 1990, Butte Community Bank is California state-chartered with 14 branches in eleven cities including Anderson, Chico, Colusa, Corning, Magalia, Oroville, Paradise, Red Bluff, Redding, Yuba City and Marysville. Community Valley Bancorp has headquarters in Chico, California.

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