



PRESS RELEASE
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Maribel Marin of 211 LA County Recognized as Nonprofit Leader with Los Angeles Business Journal Award

4th annual Los Angeles Business Journal Nonprofit & Corporate Citizenship Award honors professionals and organizations making a positive impact on Los Angeles communities

Los Angeles, CA (June 25, 2014)— **Maribel Marin**, Executive Director of [211 LA County](http://www.211la.org), has been awarded a [Los Angeles Business Journal Nonprofit & Corporate Citizenship Award](#) for Project Collaboration. The awards, presented today at LA Downtown Hotel, honor professionals and organizations that make a positive impact on Los Angeles communities and do so under difficult financial constraints.

As the Executive Director, Marin leads and manages a nonprofit agency, which provides information and referrals to close to 500,000 County residents annually for government and other public social services in Los Angeles County. During her tenure at 211 LA County, she has modernized the call center technology, converted to the 2-1-1 dialing code, and established performance-based operations that increased productivity by 40% over two years and accommodates a flexible, green, and family-friendly telecommuting platform.

“I am honored to have been recognized by the Los Angeles business community as a leader in the nonprofit sector and to be included in such an esteemed group of nominees,” said Marin. “One of the greatest barriers that people face is not knowing what help is available to them. The people of 211 are passionate and caring individuals who everyday help to remove those barriers. I look forward to continuing to serve the people of Los Angeles, innovating to create the most effective ways to connect people in need to the services that change their lives for the better.”

Marin’s most important contribution to 211 LA County and its constituents is her passion to innovate and improve the way social services are accessed by the residents of LA County. Through her collaborative work with numerous community based organizations and social service partners, she has spearheaded the development of programs that seek to leverage the unique position that 211 LA County occupies and reduce the silo-ed nature of social services programs.

211 LA County screens their callers and then helps them access the services they need in one phone call, including eligibility for such programs as Cal Fresh/Food stamps; MediCal; veterans benefits; Covered CA; internet access; and Head Start. 211 LA County’s telephone-based autism and developmental screening program for children under the age of five is a best-practice example of the organization’s service coordination capabilities.

About 211 LA County

211 LA County, an independent nonprofit organization, is the free 24/7 resource line where Los Angeles County residents, including the most underserved and vulnerable populations, are directly screened and connected with the services they need for themselves or their children, including shelters, meals, autism diagnosis, veterans’ services, substance abuse programs, health care and mental health services and access to jobs. The organization currently assists close to 500,000 underserved individuals and families in L.A. County every year. For more information, visit www.211la.org.