

FOR IMMEDIATE RELEASE

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Merced community leader selected to lead philanthropic, community development effort in Northern Central Valley

Fresno, CA – The Central Valley Community Foundation (CVCF) welcomes Cori Lucero as its Merced Regional Director. In this capacity, Cori will manage the Central Valley Opportunity Fund (CVOF), a philanthropic fund dedicated to improving the quality of life for residents in Merced County, California.

Lucero has spent over a decade at the University of California, Merced, advocating for the growing university, leading a comprehensive government and community outreach strategy for the campus at the federal, state and local levels, including for its recently completed campus expansion, the UC Merced 2020 Project.

“Cori has been at the center of many of the critical issues UC Merced has addressed through our recent growth in both stature and prominence, and the university, its students and its faculty owe a great deal to her tireless efforts,” said E. Edward Klotzbier, Vice Chancellor and Chief External Relations Officer. “We are sorry to see her depart, but we take comfort that the people of the Central Valley will continue to benefit from her wisdom, her skill and her hard work in her new role.”

This new role is part of a partnership with CVCF and CVOF to develop long-term, sustainable impact in Merced.

“Cori’s dedication and commitment to her community perfectly aligns with the goals of the Central Valley Opportunity Fund and the CVCF team,” said Ashley Swearingin, President and CEO of CVCF. “CVCF is committed to developing community-driven solutions that support transformation of our region and a brighter future for the residents throughout the Central Valley.”

Lucero is a California native and resident of Merced county. She currently sits on the board for the Greater Merced Chamber of Commerce. She is also a member of the Merced County NAACP, Merced County League of Women Voters, and a senior fellow of the American Leadership Forum Great Valley Chapter.

“I’m excited to join the CVCF team and continue building on its important community and economic development work,” said Lucero. “I look forward to working alongside the community in creating solutions for a healthier, safer, and more prosperous Merced county.”

About CVCF:

Founded in 1966, the Central Valley Community Foundation (CVCF) is a trusted community partner in California’s Central Valley. Our mission is to cultivate smart philanthropy, lead, and invest in solutions that build stronger communities. Our service area includes 2 million people living in six counties: Merced, Mariposa, Madera, Fresno, Tulare, and Kings. CVCF attracts investment and deploys resources to solve persistent economic, environmental, and social challenges in four key areas: education, economic development, environmental stewardship, and neighborhood renewal.

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