



## FOR IMMEDIATE RELEASE

April 28, 2021

**Media Contact:** Mariah Handy  
**Phone:** 919-616-3972 (mobile)  
**Email:** mariah.handy@nccaa.net

### **NC Community Action Association Celebrates Community Action Month with an 'Equity Starts Here' Challenge**

**RALEIGH, NC, Apr. 28, 2021**—The North Carolina Community Action Association (NCCAA) will celebrate Community Action Month with a 21-day challenge inviting the public to better understand and support a culture of equity.

Community Action Month—celebrated in May—highlights the successes of the Community Action Network. Community action agencies connect millions of children and families to greater opportunities, transform their lives and make our communities—and our nation—stronger.

The *Equity Starts Here* challenge is a four-week educational initiative to guide participants in learning more about equity, how it applies to the community, and how they can apply the term to their own lives. Each day of the challenge, participants will receive an email with that day's topic, learning material, and discussion questions. The challenge will run each Monday through Friday throughout the month of May. The challenge is designed for individual participation; however, materials are available on the *Equity Starts Here* website for those who would like to participate as a group.

"Equity is an underlying issue to many of the social issues we are currently facing," said Sharon C. Goodson, executive director, NCCAA. "We believe that education is a crucial first step to changing some of the actions necessary to eradicate exclusionary behavior."

For more information on the *Equity Starts Here* challenge, visit our website at <https://www.nccaa.net/equity-starts-here-challenge>.

####

#### **About the North Carolina Community Action Association**

The North Carolina Community Action Association is a member organization providing North Carolina's community action agencies with the resources to help improve living conditions and deliver opportunities to the state's most vulnerable families. Founded in 1965, we offer technical assistance, training, and other resources to aid our members in fighting poverty in their local communities. Our goal

is to help stabilize and help provide self-sufficiency to families in crisis. For more information about the North Carolina Community Action Association, please visit our website at [www.nccaa.net](http://www.nccaa.net).