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For Immediate Release

WCA nominates Velma Morrison as Woman of Worth

Boise, ID – The Women's and Children's Alliance (WCA) nominated local community icon, Velma Morrison, as a L'Oréal Paris Woman of Worth for her outstanding work on behalf of the homeless, including the families served by the WCA. The L'Oréal Paris Woman of Worth "is a grassroots program and award that honors women who serve others in their communities...She's an inspiring volunteer, an outstanding achiever, and a beautiful person who's making a difference in her community." Nominees receive national recognition for their local commitment.

Mrs. Morrison's long list of achievements and leadership in the Treasure Valley prompted the nomination. Among these accomplishments, Mrs. Morrison served as Honorary Campaign Chair for the WCA's Capital Campaign which began in 1998 and resulted in raising the funds used to secure Serena's House. In 2004 Serena's House opened with rooms for 17 women and 42 children providing safe housing for families escaping domestic violence in Ada County.

For more information about the L'Oréal Paris Woman of Worth Award visit www.womenofworth.com.
For more information see the WCA website at www.wcaboise.org.

The Women's and Children's Alliance is located at 720 W. Washington and provides safety, healing and freedom to victims of domestic abuse and sexual assault. The WCA operates secure shelters and transitional homes, and provides professional counseling, legal advocacy, outreach and crisis services to women and children.

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