



**FOR IMMEDIATE RELEASE:**

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***RE-AWAKENING***

**San Francisco, Calif. December 26, 2007** – With great pride, Philanthropy by Design’s assistance to the Northern California Service League reached an artistic, jubilant conclusion on December 6th with the completion of NCSL’s beautiful new facility at 40 Boardman Place.

Founded in 1948, the Northern California Service League (NCSL) is dedicated to reducing crime by helping offenders and ex-offenders become responsible and productive citizens through education, prevention, intervention, and transitional housing and job placement assistance. For sixty years Northern California Service League has helped society by giving hope to those who needed it most. Their heartfelt mission is “Awakening New Futures”.

When NCSL’s Executive Director Shirley Melnicoe approached PBD for assistance, she was rewarded by the support of PBD Board Member Julie Drechsel and PBD volunteer – interior designer and artist, Jeri Brittell. They sourced carpet tiles, cabinets, seating, upholstery, a table, storage, filing cabinets and paint to use in the installation. The crowning glory was provided by Jeri Brittell who stenciled the new NCSL logo to the building’s exterior and interior walls and created an inspiring mural at the entrance to the building. While the message received by this contemporary piece may vary by each viewer, its intent is to present the uplifting passage from imprisonment to freedom.

Mark Hamner, Special Projects Coordinator for NCSL thanked Jeri Brittell and Philanthropy by Design for their commitment to non-profits, commending their vision, support and dedication. “With their assistance and generosity, our Agency was able to complete our dream of a comfortable, inviting and efficient environment for our clients and staff.”

**Philanthropy by Design** has been improving the quality of people’s lives serving over 600 agencies and diverting more than one million pounds of interior products from landfills for 20 years. Since its origination as the philanthropy committee of the Hospitality Industry Association (HIA) in 1987, PBD has been using recycled furnishings and mobilizing the talents of the design community to partner in creating inspiring interior environments for not-for-profit organizations. Other PBD projects include Samaritan House Safe Harbor, a 90-bed emergency homeless shelter in San Mateo County and the St. Vincent de Paul Society of San Francisco, a shelter protecting the poor, homeless, victims of substance abuse and domestic violence. The St. Vincent de Paul project is collaboration with IIDA at the direct request of Mayor Gavin Newsom. For more information, please visit [www.pbd.org](http://www.pbd.org).

**Images below available at 300dpi upon request to Kathy Lassen-Hahne:**

8962 NCSL logo – interior

8966 NCSL logo – building exterior

8980 PBD President, Jude Wellington, NCSL Exec. Dir. Shirley Melnicoe, PBD volunteer - designer & artist Jeri Brittell,

PBD project coordinator Julie Drechsel

8982 Shirley Melnicoe, Julie Drechsel, Jeri Brittell (see titles above)

8986 NCSL mural created by Jeri Brittell

