



FOR IMMEDIATE RELEASE

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CASH WARREN NAMED LIFT-LOS ANGELES ADVISORY BOARD CHAIRMAN

Washington, D.C. – LIFT, a national anti-poverty nonprofit organization, is excited to announce that Cash Warren has been appointed chair of its Los Angeles Advisory Board. Cash first joined the board in 2013 when his friend, LIFT CEO and Co-Founder Kirsten Lodal, invited him to get in on the ground floor of a new movement on the West Coast.

“We are thrilled to have Cash at the helm of our board as we continue to effect change for hard-working Angelenos and their families,” said Michelle Rhone-Collins, LIFT-Los Angeles executive director.

Warren’s involvement with LIFT goes much deeper than his leadership in Los Angeles. As a college student at Yale 17 years ago, Warren was part of the first class of LIFT advocates.

“As a sophomore in college I was enthralled by Kirsten’s passion to help others and over the last three years I have become similarly enamored by Michelle, Jessica and the rest of the team at LIFT-Los Angeles...so I guess you could say I am honored to be standing next to them and working with the other board members to turn this organization into the permanent fixture this city has always needed,” said Warren.

Warren has been a champion for LIFT’s work, bringing in his network, expertise and creativity to successfully root LIFT in Los Angeles.

“LIFT-Los Angeles is using 17 years of data and on-the-ground experience to focus our mission on helping young families,” Warren said. “Our goal has always been to break the cycle of poverty and I strongly believe that servicing young families will give us a multi-generational approach that is needed for systemic change.”

Cash brings with him to this new leadership position a unique professional background and a huge passion for lifting Angeleno families out of poverty for good. He has created, developed and produced a varied slate of programming across all formats, including television series, feature films, documentaries, digital content and branded entertainment.

Cash’s producing credits include the ESPN 30 for 30 documentary “Sole Man,” detailing the story of legendary sports marketing executive Sonny Vaccaro; the Emmy-nominated documentary “Crips and Bloods: Made in America;” the feature film “In the Blood” starring Gina Carano (Fast & Furious 6, Haywire); the E! series “Clippers Dance Squad” with Mandalay Sports Media and “Rising Sun,” documentary on legendary skateboarder Christian Hosoi.

In 2012, Cash launched two premium content online channels in partnership with YouTube: The NOC, which focuses on athlete entertainment and lifestyle content, and YOMYOMF, which focused on content for the Asian-American community with director Justin Lin (Fast Five, Better Luck Tomorrow). In 2013 NOC was sold to VICE Media and has since re-launched as Vice Sports.

Most recently Cash has been focused on running his men's basics brand called Pair of Thieves. Pair of Thieves socks and underwear products are distributed at Target nationwide.

About LIFT

LIFT is a national nonprofit dedicated to helping families break the cycle of poverty. By fostering relationships between low-income parents (members) and dedicated volunteers (advocates), we help families build the strong personal, social and financial foundations to secure immediate, critical needs and to achieve long-term goals and aspirations. LIFT connects with families through four sites located in communities with some of the highest rates of concentrated poverty: Chicago, Los Angeles, New York and Washington, DC. Because this work cannot be done alone, LIFT focuses on building strong community collaborations with a wide range of local, regional and national partners to help ensure families receive the resources and support they need. To learn more, visit www.liftcommunities.org.

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