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MEDIA CONTACT

Sydney Spier

(713) 409 5190

sspier@wearerally.com



Lift to Rise Announces the Addition of Melissa Daniels as its New Communications Manager

PALM DESERT, CA — Today, Lift to Rise, a cross-sector community partnership dedicated to improving quality of life for all Coachella Valley residents, announced an addition to the team, playing a critical new role for their work to create a Coachella Valley where all residents are healthy, stable, and thriving.

Melissa Daniels, the new Communications Manager, is charged with sharing Lift to Rise’s vision and progress towards advancing housing stability and economic opportunity in the Coachella Valley, along with raising up the stories of local residents who are involved in and impacted by the work. Daniels will coordinate with community-based organizations and partners to ensure continuity in Lift to Rise’s work and mission throughout the entire Coachella Valley region.

“As we continue our work to create a more equitable and affordable Coachella Valley, we recognize how important our daily communications are in keeping all Valley residents informed. Constant updates are

crucial in making our efforts a success,” said Lift to Rise CEO Heather Vaikona. “We are grateful to welcome Melissa to the Lift to Rise team, whose experience and passions meet our vision and goals.”

Daniels has vast experience as a journalist in newsrooms across the country, such as the [Associated Press](#) and [Law360](#). And, most recently, Daniels worked as a business reporter with [The Desert Sun](#) in Palm Springs, where she covered a range of issues and industries like real estate, development, and hospitality. This local knowledge of Palm Springs and the surrounding region will translate into her work at Lift to Rise—she has extensive knowledge of the economic and housing issues that Coachella Valley residents battle everyday.

“Community is central to our work, and with both the knowledge gained and community trust built through her time reporting with The Desert Sun, Melissa will continue to share truth and work hard to help us realize our long-term goals of making housing more affordable for all Coachella Valley residents,” said Lift to Rise Deputy Director Araceli Palafox.

While the Coachella Valley is primarily known for its opulence and highly sought after events and festivals, those that live in the Valley are far removed from this lifestyle. Valley residents constantly have to decide whether to pay the rent, the utility bills, buy food, or pay for medication—decisions nobody should have to make. Rent burden and economic insecurity have held back our region for too long, and Lift to Rise is dedicated to pursuing a more equitable future for all Coachella Valley residents.

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About Lift to Rise

Lift to Rise is a cross-sector, community-driven movement to improve life in Southern California’s Coachella Valley for the majority of residents that do not experience the opulence and luxury for which the area is known. The web of disadvantages that people face include a lack of affordable housing, transportation infrastructure, health resources, and jobs that pay enough to maintain a reasonable standard of living. Lift to Rise seeks to build upon community strengths and collective vision to realize a future where “All Coachella Valley families are healthy, stable, and thriving.”