

## HEDI JALON

Hedi Jalon is currently the Executive Director of the California Fire Foundation, a non-profit 501 (c)(3) organization providing emotional and financial assistance to families of fallen firefighters, firefighters and the communities they protect. Formed in 1987 by California Professional Firefighters, the California Fire Foundation's mandate includes an array of victim and survivor assistance projects and community initiatives.

Prior to joining the California Fire Foundation, Hedi served for three years as the Community Outreach Manager at the Dr. Susan Love Research Foundation, a non-profit 501 (c)(3) breast cancer research foundation in Santa Monica. Hedi oversaw the grassroots efforts for their flagship campaign, the Love/Avon Army of Women, helping to recruit over 350,000 women worldwide to potentially participate in groundbreaking breast cancer research studies.

Hedi began her career working in film development and marketing in Los Angeles. She broke into the entertainment industry with her first job at Creative Artists Agency and eventually landed at New Regency Productions, where she was the Executive Assistant to the VP of Production, helping to bring in new projects and prepare current projects for production. She also served as account manager for the advertising start-up, Spot Runner, where she ensured repeat business and oversaw several effective campaigns.

Hedi holds both her B.A. and her M.P.A. from the University of Southern California. Hedi's passion for positively impacting communities, and those who serve them, continues to fuel her commitment to the Foundation and its mission. She moved to Sacramento from Los Angeles in May 2012 to accept a position with the California Fire Foundation and is currently enjoying her new Northern California backyard.