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## **‘CNN Hero’ Recipient Bruno Serato Selected as Americana Man of the Year**

When Bruno Serato came to America three decades ago, he had \$200 in his pocket, virtually no knowledge of the English language, and made a living by washing dishes in a restaurant. His is the quintessential American success story — not simply for his success in owning one of Orange County’s most highly regarded restaurants, but for his inspiring dedication to serving the community.

Because of his efforts, Serato has been selected as the 2012 Americana Man of the Year by the Cypress College Foundation. He will be honored at the Americana Awards on February 25, 2012 — the latest in a string of accolades that includes being one of 10 CNN Hero award recipients earlier this month.

“It has been unbelievable, just the fact to be selected man of the year - it’s overwhelming,” Serato said. “I’m very pleased and will do everything I can to make it the most successful event ever to help students with the help they need from the college. I do believe it’s the right thing to do.”

Serato purchased the famous Anaheim White House Restaurant in 1987, which he has used to serve award-winning cuisine and utilize as a platform to serve the community, both figuratively and literally. Serato serves dinner to 300 “motel children” in Anaheim every day.



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*Minds. Motivated.*

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*Through his foundation, Anaheim's Bruno Serato feeds 300 "motel children" each day – totalling more than 350,000 free meals in the 7 years he has been cooking and serving the children.*

A decade ago, he became an American citizen; two years later, he was an Americana Citizen of the Year from Anaheim.

“I want to help as much as possible, I want to do more. My mother always told me, ‘never forget where you came from,’ ” he said when he was honored by Cypress College in 2003. “I have everything I want – I don't need anything else. Now, it is my turn to help others.”

Serato's philanthropy has gone to new heights since his earlier Americana Award.

The honor was one he was clearly proud of, as is evidenced by this inclusion in his biography:

His philanthropic efforts have raised nearly \$1 million for various endeavors and earned him a regional distinction of which he is particularly proud, “Citizen of the Year” by the Cypress College Foundation and presented by the City of Anaheim.

Among the organizations that he supports are: the Boys and Girls Clubs of Anaheim; Paint Your Heart Out, an organization that renovates the homes of the elderly and infirmed; and Caterina's Girls Club, which Serato founded in honor of his mother to benefit underprivileged girls in Anaheim.

Serato's signature endeavor is feeding children who live in nearby hotels. He cooks for the children, ranging in age from 6-15, because of a belief that nobody should be hungry – and that he has the ability to address the issue in his own backyard. During the seven years Serato has provided the meals, he has served more than 350,000 free dinners.

On December 11, 2011, Serato was one of 5 Americans, and one of 10 overall, who were recognized in a live CNN broadcast as a hero for 2011. In addition to being named a hero by the cable news giant, his work has also been profiled on the CBS Evening News and extensively on KFI AM 640.

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The Cypress College Foundation's 37th Annual Americana Awards, sponsored by Union Bank, N.A., will be held on Saturday, February 25, 2012 in the Disneyland Hotel's Grand Ballroom.

In addition to the Man of the Year, the America Awards salute citizens of the year from the eight cities in the college's primary service area. Citizens of the Year are: Paul and Carol Ann Bostwick (Anaheim); Art Brown (Buena Park); Jeanne St. Clair (Cypress); Sandy Thomas (Garden Grove); George and Barbara Mast (La Palma); James and Shirley Bailey (Los Alamitos/Rossmoor); Pastor Donald Shoemaker (Seal Beach); and Andreas Psaras (Stanton).

In July, 2010, Union Bank, N.A., strengthened its partnership with Cypress College, agreeing to serve as the title sponsor of the 2011, 2012 and 2013 Americana Awards. At the 2011 awards, Union Bank extended its sponsorship through 2015. Union Bank has a long-standing leadership role at the college with representation on the Cypress College Foundation Board of Directors. Union Bank's five-year commitment to Cypress College totals \$125,000.

For more information about the Americana Awards, please call the Cypress College Foundation office at (714) 484-7126 or visit: <http://www.cypresscollege.edu/about/Foundation/>.

**About Cypress College:**

Cypress College has motivated the minds of students since 1966. For nearly a half-million people — including actors, athletes, doctors, executives, mechanics, nurses and teachers — Cypress College has been a springboard to their dreams. For some, Cypress College is the ticket into their university of choice and for others it provides essential training for a rewarding career. Just one Cypress College class is often all it takes to provide cutting-edge skills that lead to a promotion or a new job.

Cypress College's 16,500 students and the highly qualified teaching faculty are proud of the many excellent academic and vocational programs. Cypress College offers 58 university-transfer majors, 145 career-certificate programs, and degrees in 55 areas of study. The college's traditional semesters begin in January and August, while short-term courses start throughout the year. A Cypress College education costs just \$36 per unit — \$108 for a typical, full-credit class — California's lowest tuition. Financial aid and

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scholarships also are available to qualifying students.

Cypress College is one of three campuses in the North Orange County Community College District and a member of the 110-campus California Community College System. The college primarily serves the cities of Anaheim, Buena Park, Cypress, Garden Grove, La Palma, Los Alamitos, Seal Beach and Stanton. Michael J. Kasler is the president.

Located at 9200 Valley View Street in Cypress, the college is easily accessible from several Southern California freeways, including the 5, 91, 605, 22 and 405. The campus is just a stone's-throw from Downtown Disney and Knott's Berry Farm.

More information about Cypress College is available by calling (714) 484-7000 or by visiting the campus Web site at <http://www.CypressCollege.edu>.

#### **About UnionBanCal Corporation & Union Bank, N.A.**

Headquartered in San Francisco, UnionBanCal Corporation is a financial holding company with assets of \$84 billion at June 30, 2010. Its primary subsidiary, Union Bank, N.A., is a full-service commercial bank providing an array of financial services to individuals, small businesses, middle-market companies, and major corporations. The bank operated 396 banking offices in California, Oregon, Washington and Texas as well as two international offices, on June 30, 2010. UnionBanCal Corporation is a wholly-owned subsidiary of The Bank of Tokyo-Mitsubishi UFJ, Ltd., which is a subsidiary of Mitsubishi UFJ Financial Group, Inc. Union Bank is a proud member of the Mitsubishi UFJ Financial Group (MUFG, NYSE:MTU), one of the world's largest financial organizations. Visit [www.unionbank.com](http://www.unionbank.com) for more information.