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FOR IMMEDIATE RELEASE

Orange County Fire Authority's Steve Concialdi Honored as First Heart & Soul Award Winner

LAGUNA HILLS, Calif. – March 18, 2010 – Steve Concialdi of Trabuco Canyon was announced today as the recipient of the first Heart & Soul Award in Orange County. The Heart & Soul Award honors individuals for their exemplary and inspiring roles within the Orange County community. Created by O'Connor Mortuary (www.oconnormortuary.com), the new award program is designed to recognize an Orange County citizen each month for their passion for life and for pouring their heart and soul into making a difference, whether for a life filled with dedicated endeavors or for a one-time inspirational achievement.

O'Connor Mortuary CEO [Neil O'Connor](#), who is accepting nominations of potential award recipients, explained that his company was motivated to begin the new award program as a way of highlighting the tremendous positive individuals and experiences in the community, rather than focusing on negativity.

A Captain Paramedic with the Orange County Fire Authority, Concialdi, 39, is being honored for founding [Friends Against Drinking and Driving](#), which he created in 1989. "I was hired at the fire department at a young age, and I saw a lot of my friends going to parties, drinking and driving. I would also go to work and see the affects of horrific traffic accidents involving people driving under the influence of alcohol, I felt compelled to educate people about this issue," explained Concialdi. Because he couldn't bring his friends with him to work to see the consequences for themselves, he put together slide presentations made from California Highway Patrol and Orange County Fire Department photographs of major traffic accidents and shared them with his friends, as well as utilized them at schools around Orange County.

Since its humble beginnings, FADD has grown and enlisted the help of friends from the Orange County Fire Authority, Orange County Sheriff's Department, Mission Hospital, Trauma Intervention Program and S & K Towing who volunteer their time to help FADD

with staging mock DUI crash scenes at Southern Orange County high schools. FADD does four to six mock DUI crashes per year, and on April 19, FADD will have performed their 70th mock DUI crash. “We’re hoping that the images stick with them forever, but at the very least it will get them through the next weekend, the next month, their graduation, or prom night. Our hope is to make young adults think twice before drinking and getting behind the wheel,” said Concialdi.

As winner of the Heart & Soul Award, O’Connor Mortuary will present Steve Concialdi with an official plaque and a donation will be made in his name to the organization of Concialdi’s choice, Mission Hospital.

O’Connor said, “As a friend of Steve’s since elementary school, I don’t think there could have been a better person for our first Heart & Soul Award recipient. Steve’s daily work as a firefighter is commendable in itself, and he has taken it to the next level by creating such an important organization that saves countless young people’s lives every year.”

ABOUT O’CONNOR MORTUARY

[O’Connor Mortuary](#) is the oldest family owned and operated mortuary in California. With offices in Laguna Hills, San Juan Capistrano and Irvine, Calif., it is the leading “stand alone” mortuary in Orange County. Founded in 1898 by Patrick J. O’Connor, his son Joseph and grandson Joseph Jr., the company today is managed by the fourth generation of O’Connors, including Neil P. O’Connor, CEO; Joseph Fitzgerald, CFO; Charles Ricciardi, COO; and Jeff Turner, CAO. O’Connor Mortuary is recognized throughout Southern California for its longstanding tradition of caring, personalized service, honesty and integrity. The multi-generational company is active in numerous local charitable organizations and was honored by the California Historical Society for more than 100 years of continuous care and service to Southern California families. In addition, the company was honored in 2005 by the Family Owned Business Council for longevity and has received the Leatherby Award for Ethics in America.

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