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MEDIA ADVISORY

***ChangeTheWorld* – Ontario Youth Volunteer Challenge Official Launch**

April 1, 2009 – Mississauga, ON – Volunteer MBC will be holding a launch to officially announce the *ChangeTheWorld - Ontario Youth Volunteer Challenge* for 2009. Members of the media are invited to attend.

The Challenge is a provincial event co-ordinated by the Ministry of Citizenship and Immigration (MCI) in partnership with the Ontario Volunteer Centre Network (OVCN). This is the 2nd annual call to action for youth aged 14 to 18 years by volunteering individually or in groups through a wide variety of exciting community initiatives being held during National Volunteer Week (April 18 to 26, 2009). Volunteer MBC is pleased to be taking part in this initiative this year.

Date: Friday, April 3, 2009

Time: 11:45 AM – Arrival of speakers and invited guests
12:00 Noon to 12:35 PM – Presentation/speeches
12:35 PM to 1:00 PM – Photo opportunities and media availability

Location: Glenforest Secondary School
3575 Fieldgate Drive, Mississauga, Ontario (Dixie and Burnhamthorpe area)
Parking is available on-site

Confirmed speakers for the launch include:

- Michael Chan, Minister, Ministry of Citizenship and Immigration
- Peter Fonseca, MPP - Mississauga East-Cooksville, Minister of Labour
- Cynthia Horvath, Principal, Glenforest Secondary School
- Emil Kolb, Chair, Region of Peel (*by pre-recorded video*)
- Hazel McCallion, Mayor, City of Mississauga (*by pre-recorded video*)
- Saquib Mian, Chair, Mississauga Mayor's Youth Advisory Committee
- Carine Strong, Director, Volunteer MBC
- Eugene Wilson, Advisor, Brampton Mayor's Youth Council

The celebrity speaker will be Farah Nasser, Reporter for *CityTV* and former alumni of Glenforest Secondary School.

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Photo opportunities and media availability include:

- Speakers during presentation – **photo**
- *ChangeTheWorld* cheer led by Glenforest's Student Council and their mascot at the close of the event – **photo**
- Scrapbook pages created by the students of Glenforest Secondary School which depict what volunteering means to them and how through volunteering they can *ChangeTheWorld* (to include drawings, poems, essays, etc.) – **photo and media**
- Minister Michael Chan at *ChangeTheWorld* registration desk and with students reviewing their portfolios and/or scrapbook pages on walls – **photo and media**
- Farah Nasser with students at registration desk and in general discussion – **photo and media**
- Carine Strong in discussion with students – **photo and media**
- Cynthia Horvath in discussion with students – **photo and media**
- Youth registering for *ChangeTheWorld* events that Volunteer MBC is co-ordinating across the Region of Peel – **photo**

About Volunteer MBC:

Volunteer MBC is a new volunteer centre that has been created to foster, develop and support volunteerism in the Region of Peel, serving the cities of Mississauga and Brampton, and the Town of Caledon, by raising awareness of the power of service. The centre is located at 2601 Matheson Blvd. E., Unit #43 in Mississauga, with satellite locations planned in the future. More information on Volunteer MBC can be found shortly at www.volunteermbc.org or by contacting the centre at 905.238.2622.

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For media inquiries and registration, please contact:

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