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MEDIA ADVISORY

Community Park Clean-up and Kick-off Event for ChangeTheWorld

April 11, 2012 – Mississauga/Brampton, ON – Volunteer MBC, the local volunteer centre, is extending an invitation to the community to participate in a park clean-up event being held on Saturday, April 14, 2012. The clean-up will take place at three park locations which are located in Mississauga. The event will also be the official provincial kick-off for the *ChangeTheWorld – Ontario Youth Volunteer Challenge*.

ChangeTheWorld is a three week campaign, supported by the Ministry of Citizenship and Immigration, in partnership with the Ontario Volunteer Centre Network (OVCN). The campaign starts on April 15 through to May 6 with goal of engaging high school students from across the province of Ontario to volunteer in their communities. Now celebrating its 5th year, the goal is to engage 25,000 youth for a minimum of 3 hours of volunteering during the three weeks.

The three parks for the clean-up will be Lakefront Promenade Park, Jack Darling Memorial Park, and Lakeside Park, which are all located along Lake Ontario in South Mississauga.

High school youth have been invited to "Ride the Bus", provided by MiWay, which will be travelling to all of the three parks starting at 9:00AM to 1:00PM.

The Honourable Charles Sousa, Ontario Minister of Citizenship and Immigration and MPP for Mississauga South will be boarding the bus at Jack Darling Park and travelling to Lakeside Park, where he will be joined by Councillor Jim Tovey for the City of Mississauga - Ward 1 and other key dignitaries. Entertainment at the third park location will be provided by Arlene Paculan, a highly acclaimed Mississauga singer.

Members of the media are invited to attend.

"We are very pleased to be hosting the official kick-off event for the provincial *ChangeTheWorld* campaign" states Carine Strong, Executive Director of Volunteer MBC. "We invite everyone to join us and participate in what is sure to be a very exciting community event."

The Community Park Clean-up is in partnership with Volunteer MBC, your local volunteer centre; the City of Mississauga; MiWay, the new Mississauga Transit; and the Ontario Ministry of Citizenship and Immigration.

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Date:

- Saturday, April 14, 2012

Photo opportunity times and locations:

- 10:45 AM – Jack Darling Memorial Park, 1180 Lakeshore Road West, Mississauga (between Southdown Road and Mississauga Road)
- 11:45 AM – Lakeside Park, 2266 Lakeshore Road West, Mississauga (between Winston Churchill Blvd. and Southdown Road)

Dignitaries:

- Honourable Charles Sousa, Ontario Minister of Citizenship & Immigration and MPP for Mississauga South (*confirmed*)
- Councillor Jim Tovey, Ward 1, City of Mississauga (*confirmed*)
- Ms. Carine Strong, Executive Director, Volunteer MBC (*confirmed*)
- Mr. Armin Forouzan, Communications & Outreach Coordinator, Ontario Volunteer Centre Network (*confirmed*)
- Ms. Arlene Paculan, a highly acclaimed Mississauga singer (*confirmed*)
- A number of youth, including youth-based groups, who are participating in the *ChangeTheWorld – Ontario Youth Volunteer Challenge* (*confirmed*)
- General public (*invited*)

Volunteer MBC is a volunteer centre serving the cities of Mississauga and Brampton, and the Town of Caledon. The centre offers a referral and matching service for volunteer placement within the community for all ages. They also provide education and support for volunteers and community service agencies and organizations, and serve the corporate community with various programming services that engage individual and team volunteering. Additionally, the centre strives to be a strong voice to support and promote volunteerism.

For more information about Volunteer MBC and to access their on-line volunteer opportunities database, visit www.volunteermbc.org.

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For more information and media inquiries, please contact:

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Community Park Clean Up!

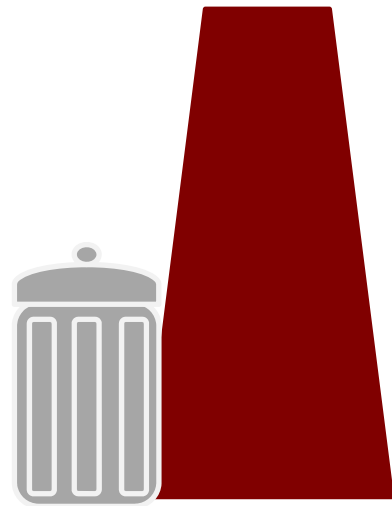
Calling all youth!

Saturday, April 14, 2012 join us at one of the following parks for a park clean up event to make your community a better place! Let this be a great day out with your family or friends. Hey...you can earn your community service hours too!

All three parks are in the Lakeshore area:
9:30 am to 12:30 pm - Lakefront Promenade Park
10:00 am to 1:00 pm - Jack Darling Memorial Park
10:30 am to 1:30 pm - Lakeside Park

To sign up:

Visit: www.volunteermbc.org/youth
Call: 905.238.2622
E-mail: changetheworld@volunteermbc.org



In Partnership with:

