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MEDIA ADVISORY

Volunteer MBC Launches ChangeTheWorld Youth Volunteer Challenge in Peel

April 16, 2013 – Brampton, ON – On this Thursday, April 18, Volunteer MBC will be launching the *ChangeTheWorld – Ontario Youth Volunteer Challenge* campaign in Peel Region. The launch will be held at St. Augustine Secondary School in Brampton.

ChangeTheWorld is funded by the Government of Ontario, in partnership with the Ontario Volunteer Centre Network (OVCN), and is a province-wide campaign for youth aged 14 to 18 years to volunteer through a wide variety of exciting local initiatives. The campaign officially begins during National Volunteer Week (April 21 to 27) through to May 20, 2013. The goal is to inspire youth to volunteer, develop new skills and broaden their awareness of community service organizations.

Last year, Volunteer MBC engaged over 5,183 youth in 76 events across Peel Region, which totaled an astounding 24,426 volunteer hours! Across Ontario, nearly 28,000 youth participated in 2012 breaking records contributing to almost 124,000 volunteer hours. This year, 23 volunteer centres will be participating across Ontario with the goal to surpass 30,000 youth volunteering for a minimum of three hours per volunteer over the four week campaign.

Members of the media are invited to attend this launch – please confirm your attendance prior to the event.

Date/Time:

- Thursday, April 18, 2013
- 10:50AM to 2:00PM
 - 10:50 a.m. to 12:55 p.m. – Volunteer fair in school foyer, students will “pledge” to volunteer during the *ChangeTheWorld* campaign
 - 12:30 p.m. – Arrival of Honourable Michael Coteau, Ontario's Minister of Citizenship and Immigration (*photo opps available*)
 - 1:10 p.m. – Presentation to over 300 students will commence (*photo opps available*)
 - 2:00 p.m. – Presentation closes, wrap up of launch event (*photo opps available*)

Location:

- St. Augustine Secondary School , 27 Drinkwater Road, Brampton, ON L6Y 4T6
- Link to map: <http://goo.gl/maps/PSaIU>

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Attendees/Dignitaries:

- Honourable Michael Coteau, Ontario's Minister of Citizenship and Immigration
- Ms. Carine Strong, Executive Director, Volunteer MBC
- Mr. Tom Iwasiw, Principal, St. Augustine Secondary School, Brampton
- Mr. Adewunmi (Ade) McWealth, Alumni of St. Augustine Secondary School, Brampton
- Local School Trustees of Dufferin-Peel Catholic District School Board (*invited*)
- Students, faculty and staff of St. Augustine Secondary School, Brampton (*invited*)
- Volunteer MBC Staff

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, to access their on-line volunteer opportunities database, and to find more details on the centre's three convenient locations in Mississauga, Brampton and Caledon, visit www.volunteermbc.org.

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For more information and media inquiries, please contact:

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