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MEDIA ADVISORY

FroYo Fundraiser at Menchie's to Help Support Local Volunteer Engagement Programs

August 21, 2013 – Brampton, ON – Volunteer MBC, the local volunteer centre serving Peel Region, will be holding a fundraising event at Menchie's - Bramalea City Centre (Brampton) and at Menchie's - Erin Mills Town Plaza (Mississauga) on Saturday, August 24, 2013.

The Peel Region community is invited to visit either the Brampton or Mississauga Menchie's stores from 11:30AM to 12Midnight and mention that you would like to support Volunteer MBC's "Building Community...One Volunteer At A Time" Campaign. 20% of the proceeds from yogurt sales will help to support the following Volunteer MBC's volunteer engagement programs:

- Empower Youth to Create Community Change Volunteer Program
- Retired Seniors Volunteer Program
- Newcomer Readiness Volunteer Program

Date/Time:

- Saturday, August 24, 2013
- 11:30AM to 12:00Midnight
- **Note: Volunteer MBC will be on-site to meet-and-greet the community from 12Noon to 4PM at both locations.**

Locations:

- Menchie's – Bramalea City Centre, 100 Peel Centre Drive, Brampton, ON L6T 4G8
 - Located outside the mall in the south/west corner near Dixie Road and Clark Blvd.
 - Link to Map: <http://goo.gl/maps/Zi5A3>
- Menchie's – Erin Mills Town Plaza, 2690 Erin Centre Blvd., Unit A003, Mississauga, ON L5M 5P5
 - Located in the plaza, near the mall, on the north/west corner of Erin Mills and Eglinton
 - Link to Map: <http://goo.gl/maps/qPg5H>

Members of the media and residents of Peel Region are invited to attend.

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Menchie's is the frozen yogurt destination with a mission to make every guest smile by providing an unparalleled experience. Placing a focus on people and community before commerce, Menchie's franchisees actively donate thousands of dollars to local school programs and charitable organizations. Menchie's has received top accolades for franchise excellence and rapid growth from publications, such as Restaurant Business Magazine and Entrepreneur Magazine. Menchie's has more than 250 locations open in the United States, Canada, Japan, Australia, Puerto Rico, Israel, Guam and Jordan and Menchie's expects to celebrate 400 open stores in 2013. For more information, including franchising opportunities, visit www.menchies.com.

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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