



Mississauga • Brampton • Caledon

The future rests in our helping hands

FOR IMMEDIATE RELEASE

Volunteer MBC Launches On-line Volunteer Recognition on International Volunteer Day

December 5, 2009 – Mississauga, ON – Volunteer MBC (Mississauga, Brampton, Caledon) is pleased to launch an on-line approach for recognizing exemplary volunteers across the Region of Peel. The centre's 'Volunteer Wall of Fame', which is a focal point in the main reception area of the centre, can now be found on the Volunteer MBC website at www.volunteermbc.org. Today's launch coincides with the celebration of International Volunteer Day.

In 1985, the United Nations designated December 5 as International Volunteer Day. This day celebrates the efforts of those who have made an important contribution to society by giving their time as volunteers. International Volunteer Day is now celebrated worldwide with thousands of volunteers involved in a range of initiatives aimed to highlight the role of volunteers in their communities.

"We chose to use our website as a means to highlight and provide recognition to a small selection of the many volunteers who've stood out from all the rest," stated Carine Strong, Executive Director of Volunteer MBC. "It is an ideal day to launch this on-line, as our centre strongly believes that by bringing valuable recognition to volunteers we can all add value to the quality of life within our community."

The on-line 'Volunteer Wall of Fame' is just one of the many ways that the centre is planning to provide frequent recognition to volunteers. Ms. Strong further notes, "It is important for volunteers to feel appreciated and thanked for giving of themselves and for all of the contributions that they make to organizations and to others. Our centre will be working on a variety of approaches, including providing support to our agency members, in order to ensure that volunteers receive the recognition that they deserve as often as possible."

Volunteers that are profiled on the 'Volunteer Wall of Fame' have offered to share their story on why they volunteer and the greatest benefit that they receive for giving of themselves. A few of the current profiles include Kathy's story about her battle with cancer and how volunteering helped to keep her connected with people as she recuperated, Arnav's story who's trip overseas ignited the life-long dedication to be a volunteer, and Anne's story who at 80 years of age volunteers to 'keep her going'.

###



Volunteer MBC is a volunteer centre serving the cities of Mississauga and Brampton, and the Town of Caledon. The centre offers a referral service for volunteer placement within the community for all ages to include youth, seniors, newcomers and groups. They also serve the corporate community with various programming services that engage team volunteering. Additionally, the centre provides education and support for volunteers and community service agencies and organizations through topic and issue related workshops, comprehensive and informative programs, and community outreach.

Volunteer MBC is located at 2601 Matheson Blvd. E., Unit #43 in Mississauga, with satellite locations planned for the future. For more information about Volunteer MBC visit www.volunteermbc.org, or call 905.238.2622, or send an email to info@volunteermbc.org.

- 30 -

For more information, contact:

Sharon Clark-Koufis
Marketing & Communications Manager
Volunteer MBC
P: 905.238.2622 ext. 21
C: 416.433.0639
E: media@volunteermbc.org

