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FOR IMMEDIATE RELEASE

**International Volunteer Day
Recognized by Volunteer MBC**

December 6, 2010 – Mississauga, ON – International Volunteer Day was celebrated yesterday, on December 5, and is a day that celebrates the efforts of those who have made an important contribution to society by giving their time as volunteers. This year's International Volunteer Day was particularly special as it also marked the launch of the tenth anniversary of the 2001 International Year of Volunteers (IYV+10). IYV+10 will be held throughout 2011 and is an opportunity for people all around the world to join a global effort to reinvigorate the spirit of volunteerism.

“Our centre strongly believes that by bringing valuable recognition to volunteers we can all add value to the quality of life within our community” said Carine Strong, Executive Director of Volunteer MBC.

“Every volunteer has a unique gift that they can use to help others, and it is our role as a volunteer centre to provide the means for volunteers to explore their interests and passions and to help them find opportunities where they can truly make a difference.”

The United Nations General Assembly proclaimed 2001 as the International Year of Volunteers or 'IYV' to enhance the recognition, facilitation, networking and promotion of volunteer service. Throughout 2011, IYV+10 will highlight the great diversity of volunteers of all ages, origins, cultures, socio- economic backgrounds and experiences world-wide, and Volunteer MBC is planning to launch various initiatives to recognize volunteers throughout the Region of Peel.

“We are developing awareness initiatives to promote volunteerism, one of which will be to invite individuals to share with us their volunteer story,” said Sharon Clark-Koufis, Marketing & Communications Manager of Volunteer MBC. “Ten years ago marked the inaugural IYV celebrations and here we are a decade later highlighting the importance of volunteerism and the impact that it makes in our communities. Our plans are to place these volunteer stories into a time capsule so ten years from now we can reflect on the growth and changes that have transpired.”

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The volunteer centre is also currently redesigning its on-line volunteer recognition page and will be re-launching their “Volunteer Spotlight” in the coming days. Volunteer MBC agency and sector members will be encouraged to submit stories about volunteers that have truly impacted their organization to be considered for a feature on “Volunteer Spotlight”.

In 2011, Volunteer MBC will also be launching their Volunteer Recognition Awards Program, which had a soft-launch this past year with the creation of the John Huether Award for Volunteering Excellence and the Lifetime Achievement Award. Other categories are planned to include recognition for youth, newcomers and seniors.

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. 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 team volunteering. Additionally, the centre strives to be a strong voice to support and promote volunteerism.

Volunteer MBC is currently located at 2601 Matheson Blvd. E., Unit #43 in Mississauga, with satellite locations planned for Brampton and Caledon in the near future. For more information about the volunteer centre, and to access their on-line volunteer opportunities database, visit www.volunteermbc.org.

- 30 -

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