



Mississauga • Brampton • Caledon

*The future rests in our helping hands*

## FORE IMMEDIATE RELEASE

### Volunteer MBC Launches New Series on Rogers TV Peel

**January 8, 2015 – Brampton, ON** – Volunteer MBC, in partnership with Rogers TV Peel, has been provided with the opportunity to promote volunteerism and to put the spotlight on volunteers, community service organizations, and the programs and services provided by the Volunteer Centre via a special 13-part series titled “*i care...i volunteer*”. The series begins airing tonight in Mississauga and Brampton on cable channel 10 for Rogers cable customers. It will air in Caledon starting next Friday, January 16th on cable channel 63.

“*i care...i volunteer*” was pre-recorded and includes staff members from Volunteer MBC, 27 staff from community service organizations who are members of the Volunteer Centre, and 38 volunteers who joined as guests to share their “volunteer stories”.

Hosted by Jackie Vieira and Alima Hotakie, volunteer hosts at Rogers TV Peel, each 30 minute episode features a specific theme about volunteering and provides reflections on the impact that volunteers have made on the community and on local community service organizations. In addition, a key message shared on all episodes is how individuals can get involved as volunteers by contacting their local Volunteer Centre.

Volunteer MBC offers a referral and matching service for volunteer placement within the community for all ages. This service can be accessed through consultation by email, in-person consultation at any one of the centre’s three convenient locations (Mississauga, Brampton or Caledon), or by searching through the centre’s on-line volunteer opportunity database.

Carine Strong, Volunteer MBC’s Executive Director says, “We are so grateful to Rogers TV’s volunteers and staff for this incredible opportunity to promote and support volunteerism in an effort to connect all people in Peel to meaningful volunteer roles in their communities.”

“Rogers TV supports volunteering in our community,” says Jake Dheer, Senior Operations Manager for Peel Region. “In fact, as the local community channel, Rogers TV Peel works with over 300 local volunteers who help put together community television programming that informs, entertains and engages Peel citizens. It’s a privilege to work with Volunteer MBC to profile their great work and the contributions of volunteers.”

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"*i care...i volunteer*" would not have been possible without the support of the Rogers TV Peel production team to include Marissa Corrigan, Producer/Technical Producer, and Wasim Parkar, Producer, along with numerous Rogers TV Peel volunteers who assisted during the pre-recordings which took place at Rogers' Brampton studio.

The air dates for the first 4 episodes of the 13-part series are as follows:

- **EPISODE 1: Introduction to Volunteer MBC and how to search for a volunteer role**
  - Mississauga/Brampton – cable channel 10
    - Thursday, January 8th @ 10:00pm
    - Friday, January 9th @ 4:00am, 10:00am & 4:00pm
    - Saturday, January 10th @ 4:30pm
  - Caledon – cable channel 63
    - Airing at a later date
  
- **EPISODE 2: Volunteering for Seniors and Older Adults**
  - Mississauga/Brampton – cable channel 10
    - Thursday, January 15th @ 10:00pm
    - Friday, January 16th @ 4:00am, 10:00am & 4:00pm
    - Saturday, January 17th @ 4:30pm
  - Caledon – cable channel 63
    - Friday, January 16th @ 4:00pm
    - Saturday, January 17th @ 4:30pm
  
- **EPISODE 3: Volunteering for Newcomers**
  - Mississauga/Brampton – cable channel 10
    - Thursday, January 22nd @ 10:00pm
    - Friday, January 23rd @ 4:00am, 10:00am & 4:00pm
    - Saturday, January 24th @ 4:30pm
  - Caledon – cable channel 63
    - Friday, January 23rd @ 4:00pm
    - Saturday, January 17th @ 4:30pm
  
- **EPISODE 4: Corporate/Team Volunteering**
  - Mississauga/Brampton – cable channel 10
    - Thursday, January 29th @ 10:00pm
    - Friday, January 30th @ 4:00am, 10:00am & 4:00pm
    - Saturday, January 31st @ 4:30pm
  - Caledon – cable channel 63
    - Friday, January 30th @ 4:00pm
    - Saturday, January 31st @ 4:30pm

Air dates for episodes appearing in February will be announced shortly.

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Photos from some of the episodes can be viewed at [www.flickr.com/photos/volunteermbc/sets](http://www.flickr.com/photos/volunteermbc/sets) under the set titled "Volunteer MBC's "i care...i volunteer" Show on Rogers TV Peel".

**About Rogers TV Peel:**

Rogers TV, cable 10 serves Mississauga and Brampton. Rogers TV, cable 63 serves Caledon, Orangeville and surrounding areas. For information on Rogers TV, visit [www.rogerstv.com](http://www.rogerstv.com).

**About Volunteer MBC:**

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](http://www.volunteermbc.org).

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