



Mississauga • Brampton • Caledon

*The future rests in our helping hands*

## MEDIA RELEASE

### Youth in Peel Volunteered Beyond Expectations During ChangeTheWorld Campaign

**June 14, 2013 – Brampton, ON** – For four weeks starting on April 21 through to May 20 youth aged 14 to 18 years all across Ontario participated in the 6<sup>th</sup> Annual *ChangeTheWorld – Ontario Youth Volunteer Challenge*. The campaign is an initiative to encourage youth to volunteer through a wide variety of exciting local initiatives.

**Volunteer MBC**, one of the 23 volunteer centres who participated in this year's campaign, is pleased to announce that in the **Region of Peel there were 7,264 youth who volunteered 25,521 hours at 167 events in the community**. This is an increase of 40% more youth volunteering during *ChangeTheWorld* over last year's results.

"Youth in Peel have, once again, proven that they can make a huge difference in our community," said Carine Strong, Executive Director of Volunteer MBC. "We also saw an increase of youth taking action by creating their own events for causes that they felt passionate about, which really speaks to the overall goal of the campaign – to be the change that youth wish to see in their communities. We would like to commend all of the youth in Peel for taking action to change their world."

The *ChangeTheWorld* campaign is funded by the Ontario government and delivered in partnership with the Ontario Volunteer Centre Network (OVCN). It officially began during National Volunteer Week (April 21 to 27) through to May 20, 2013 with the goal to inspire youth to volunteer, develop new skills and broaden their awareness of community service organizations.

This year, Volunteer MBC co-ordinated 7 of the events including 2 themed *ChangeTheWorld: One Community at a Time* events which were held in Brampton and Mississauga. The Brampton event was coordinated through a collaborative effort of a number of partners to include the City of Brampton; The BRIDGE; Sir Winston Churchill Public School; Peel Regional Police; and others. It involved a mural project, basketball games and other fun activities to honour the memory of Kesean Williams, a young 9 year old boy who lost his life earlier this year due to a tragic event in his community.

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In Mississauga, Volunteer MBC coordinated a park clean-up and the event included a donation drive for Our Place Peel, the only youth shelter in Mississauga. It was held in partnership with the City of Mississauga and Councillor Chris Fonseca (Ward 3 – Mississauga).

“Volunteering during ChangeTheWorld was really fun and it felt very satisfying to be able to help out for a good cause.” said Anna S. a Grade 11 student from Mississauga who volunteered during the campaign.

Gurpreet N. a grade 10 student from Brampton said, “My experience was awesome and I really enjoyed volunteering with ChangeTheWorld. It felt nice looking at smiling faces because of us and that made me feel good. I would like to thank Volunteer MBC for giving me a chance to volunteer and to make kids happy.”

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). Photos of can be found on Volunteer MBC’s Flickr account at: <http://www.flickr.com/photos/volunteermbc>.

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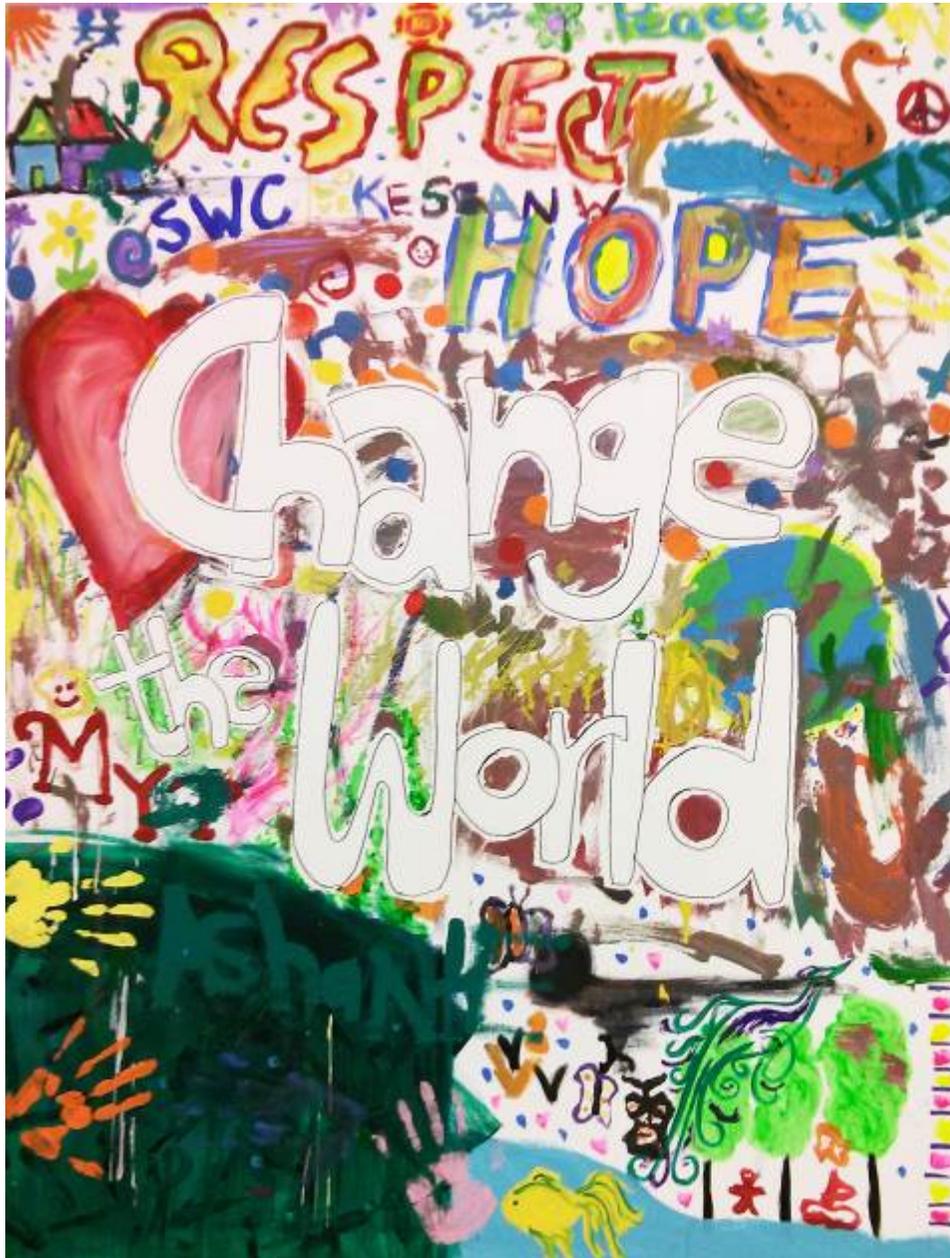
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*Photo caption: Painted mural created by local youth, under the direction of local artist Dorota Pankowska, during the ChangeTheWorld: One Community at a Time event. The event was held on April 27, 2013 in Brampton.*

*Photo credit: Sharon Clark-Koufis*

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