



Mississauga • Brampton • Caledon

*The future rests in our helping hands*

## FOR IMMEDIATE RELEASE

### Youth in Peel Prove They Can Change the World

**June 29, 2010 – Mississauga, ON** – Volunteer MBC is pleased to announce the results of the centre's participation in the *ChangeTheWorld – Ontario Youth Volunteer Challenge*. *The Challenge* took place during National Volunteer Week (April 18 to 24) through to May 9, 2010 and is a provincial initiative co-ordinated by the Ministry of Citizenship and Immigration (MCI) in partnership with the Ontario Volunteer Centre Network (OVCN). In total, there were **48 activities/events** held across the Region of Peel during the three week timeframe, with over **2,015 youth who were involved**, and who **contributed 5,975 volunteer hours**.

"Volunteer MBC's target was to engage 550 youth," said Ms. Strong. "These final results are absolutely astounding and we are thrilled with the participation and the youth involvement during *the Challenge*." The initiative encourages and fosters a lifelong commitment to youth volunteerism and helps to guide youth between 14 to 18 years to become a force for change and for good in their community. It is the second year that Volunteer MBC has participated.

The volunteer centre created an 'adopt a cause' theme for this year's initiative which provided the opportunity for youth to create their own activities or events to raise awareness for a cause that they are passionate about or to bring attention to issues that are impacting their neighbourhood. Community organizations were also encouraged to create activities or events to engage youth volunteers and to provide them with the opportunity to learn more about their organizations and their cause.

Examples of some of the activities/events that were held across the Region of Peel included:

- Various park clean-ups, co-ordinated by Brampton Clean City
- Tree plantings at many locations, co-ordinated by Evergreen and the Sierra Club of Peel
- Library book sale, co-ordinated by the Friends of the Caledon Public Libraries
- Healthiness revolution event held at various Mississauga secondary schools, co-ordinated by the Mayor's Youth Advisory Committee (MYAC)
- Spring gardening at the Malton Village Long Term Care Centre in Malton
- School garden project of "hope" at St. Augustine Secondary School in Brampton
- Custom greeting card sale to support the Brampton Women's Shelter, co-ordinated by an aspiring youth artist

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Ms. Strong further stated, “The momentum continues as our volunteer centre recruited a Youth Committee who helped to spear-head this year’s initiative and who have now been tasked with creating an on-going strategy to support and promote youth volunteerism for the 2010/2011 school year.”

Photos and highlights of the various events can be found on Volunteer MBC’s Facebook group for the *ChangeTheWorld* initiative at: <http://www.facebook.com/event.php?eid=414477030960>

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 in Brampton and Caledon. For more information about Volunteer MBC visit [www.volunteermbc.org](http://www.volunteermbc.org), or call 905.238.2622.

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*3 - Photo Attachments*





Friends of the Caledon Public Library and youth volunteers at the Annual Book Sale, which raised the most funds ever



A youth volunteer and a senior resident at the Malton Village Long Term Care Centre together tending to the lawn and gardens





A youth volunteer cleaning up the river at Chinguacousy Park in Brampton

