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MEDIA ADVISORY

Charity Soccer Game and Community Park Clean-up to Wrap-up Local ChangeTheWorld Campaign

May 1, 2012 – Brampton, ON – Volunteer MBC, the local volunteer centre, is extending an invitation to the community of Brampton and Peel Region to participate in a charitable soccer game and park clean-up event being held at Centennial Park this Sunday, May 6, 2012 from 1PM to 4PM. The event is to wrap-up the local *ChangeTheWorld – Ontario Youth Volunteer Challenge* campaign.

ChangeTheWorld is a three week initiative, supported by the Ministry of Citizenship and Immigration, in partnership with the Ontario Volunteer Centre Network (OVCN). The campaign commenced on April 15 and concludes on May 6 with the goal of engaging high school students from across the province of Ontario to volunteer in their communities. Now celebrating its 5th year, the target is to engage 25,000 youth for a minimum of 3 hours of volunteering during the three weeks.

Volunteer MBC has been actively supporting community service organizations and high schools across the Peel Region for the past few weeks in co-ordinating community and school events to engage youth in a number of volunteer activities. To date, over 40 *ChangeTheWorld* events have been held, and the momentum is still going strong.

The charitable soccer game on Sunday is open to anyone who wishes to play. Attendees and participants are encouraged to bring along donations of sports apparel and equipment which will be shipped to the "Ooitem Orphanage" in Cape Coast, Ghana to under-privileged youth and children so to give them an opportunity to be able to participate and enjoy sports activities.

In addition, the entire community is invited to participate in the park clean-up which will be held on-site at Centennial Park, and to come out to support this exciting event and to watch the games.

This event has been made possible through the partnership of Volunteer MBC, the City of Brampton, the Brampton's Mayor's Youth Team, and One Voice One Team.

Members of the media are invited to attend.

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"We are very pleased to be partnering with some amazing people to wrap-up the *ChangeTheWorld* campaign here in Peel Region," states Carine Strong, Executive Director of Volunteer MBC. "We invite the entire community to come out and join us to support this very worth-while cause and to participate in what is sure to be a very exciting community event."

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 for details about the local *ChangeTheWorld - Ontario Youth Volunteer Challenge*, visit www.volunteermbc.org.

For more information and media inquiries, please contact:

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Date/Time:

- Sunday, May 6, 2012
- 1:00PM to 4:00PM
 - 1:00PM – Park clean-up begins
 - 1:00PM – BBQ and refreshments
 - 1:00PM – Donation drive for sports equipment and apparel
 - 2:15PM – Soccer games begin
 - 2:45PM – Speeches
 - 3:15PM – Soccer games, park clean-up and donation drive continues
 - 3:45PM – Trash, donations final count, entertainment, and close of event

Location:

- Centennial Park, Brampton
 - Travel to Queen Street East (near the old Peel Memorial Hospital) at Centre Street.
 - Go south on Centre Street, over the railway tracks, the parking lot entrance to the park is located on the west side of Centre Street South near the tennis courts and soccer fields.
 - Overflow parking is located at Sir Winston Churchill Public School on Ardglen Drive.
 - Link to map: <http://g.co/maps/fmnk4>

Dignitaries:

- Honourable Charles Sousa, Ontario Minister of Citizenship & Immigration and MPP for Mississauga South (*invited*);
- MPP Vic Dhillon, Brampton West (*invited*);
- MP Kyle Seebach, Brampton West (*invited*);
- Mayor Susan Fennell, City of Brampton (*invited*);
- Councillor Bob Callahan, Wards 3 & 4 – City Councillor (*invited*);
- Councillor John Sanderson, Wards 3 & 4 – Regional Councillor (*invited*);
- Mr. Eugene Wilson, Volunteer Development Programmer for the City of Brampton (*confirmed*);
- Ms. Carine Strong, Executive Director of Volunteer MBC (*confirmed*);
- Mr. Orlando Bowen, former CFL linebacker and Executive Director of One Voice One Team (*confirmed*);
- Youth members of the Brampton Mayor's Youth Team, the One Voice One Team group and a number of youth who are participating in the *ChangeTheWorld – Ontario Youth Volunteer Challenge* (*confirmed*);
- Other members of local/regional council and provincial/federal contingencies (*invited*);
- General public (*invited*).