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The future rests in our helping hands

MEDIA ADVISORY

Celebrity Scoop Night to Help Support Volunteer MBC's Youth Volunteer Program

May 2, 2014 – Brampton, ON – Volunteer MBC's Step Up Youth Volunteer Ambassadors invite the community to drop by the Marble Slab Creamery in Mississauga for a "Celebrity Scoop Night" this Saturday, May 3 from 4PM to 7PM. Proceeds from the event will help to support the volunteer centre's *Empower Youth to Create Community Change Program*, which offers a recruitment and training program for youth to match them to meaningful volunteer positions at local community service organizations. The training program provides leadership and service excellence training, as well as ambassador development that support the youth's personal and professional growth.

Volunteer MBC's Step Up Youth Volunteer Ambassadors will be joined by Mississauga's very own spoken word artist and rapper, Wali Shah, who has performed at venues ranging from classrooms and high school auditoriums to concert spaces such as Celebration Square in Mississauga and Dundas Square in Toronto.

This "Celebrity Scoop Night" is one of many events being held during the *ChangeTheWorld - Ontario Youth Volunteer Challenge*, a province-wide campaign for youth aged 14 to 18 years to volunteer through a wide variety of exciting local initiatives. The campaign kicked off during National Volunteer Week (April 6 to 12) and will conclude on May 19, 2014. The goal is to inspire youth to volunteer, develop new skills and broaden their awareness of community service organizations. *ChangeTheWorld* is funded by the Government of Ontario, in partnership with the Ontario Volunteer Centre Network (OVCN).

Members of the media and the public are invited to attend this event.

Date/Time:

- Saturday, May 3, 2014
- 4:00PM to 7:00PM

Location:

- Marble Slab Creamery Mississauga – Heartland, 5955 Latimer Drive (Britannia Road W. and Mavis Road) – located beside the CIBC bank
- Link to map: <https://goo.gl/maps/9wNRJ>

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Attendees/Dignitaries:

- Wali Shah, Spoken Word Artist and Rapper
- Volunteer MBC's Step Up Youth Volunteer Ambassador Committee
- Volunteer MBC Staff
- Mayor Hazel McCallion, City of Mississauga (*invited*)
- Councillor Ron Starr, Ward 6, City of Mississauga (*invited*)
- MPP Amrit Mangat, Mississauga – Brampton South (*invited*)

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.

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For more information and media inquiries, please contact:

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Hey Mississauga!

JOIN THE FUN!

Celebrity Scoop Night



SATURDAY MAY 3, 2014
4:00pm - 7:00pm

20%
OF PROCEEDS

Donated to:

Volunteer MBC's Empower Youth to Create Community Change program.

Featuring Celebrity Scoopers:

Mississauga's own spoken word artist & rapper
Wali Shah & the Step Up Ambassadors



**Also enjoy 10% off ALL
regular-priced To-Go items!**

Only at:

Marble Slab Creamery Mississauga - Heartland (Near CIBC)
5955 Latimer Drive | (905) 814-0007

