



Mississauga • Brampton • Caledon

The future rests in our helping hands

FOR IMMEDIATE RELEASE

Volunteer MBC Recognizes National Youth Week

May 4, 2011 – Brampton, ON – National Youth Week (May 1 to 7, 2011) is an opportunity to celebrate youth and to honour their involvement in our community. Volunteer MBC, the local volunteer centre serving the Region of Peel (Mississauga, Brampton, and Caledon), would like to extend their appreciation to all of the youth who give their time and who are actively volunteering. “Youth are our future and our volunteer centre truly believes that they offer an abundance of enthusiasm and unique talents, which many community service organizations can tremendously benefit from,” says Carine Strong, Executive Director of Volunteer MBC. “Youth can be the change that they want to see in this world, and through volunteerism they can make a difference in the lives of others and in their community.”

During this time, Volunteer MBC is also pleased to announce the initial results of the *ChangeTheWorld – Ontario Youth Volunteer Challenge*. *ChangeTheWorld* took place from April 10 through to May 1, and is a campaign delivered in partnership between the Ministry of Citizenship and Immigration (MCI) and the Ontario Volunteer Centre Network (OVCN). It is a call to action for youth aged 14 to 18 years to volunteer through a wide variety of exciting community initiatives. The goal is to inspire youth to volunteer in our communities, develop new skills, and broaden their awareness of community service organizations. This year, 21 volunteer centres participated across Ontario with the target of engaging up to 10,000 youth to volunteer for a minimum of three hours over the three weeks.

Volunteer MBC had over 40 community events and close to 10 school events that were held during the campaign. And although the final numbers are still coming in for the total number of youth who had volunteered, Volunteer MBC is very proud of the impact that youth have made during this year's campaign. “Youth volunteerism in the Region of Peel is certainly on the rise,” says Adriane Beaudry, Program Manager at Volunteer MBC. “This is the third year that our centre participated in the campaign, and this year we found that the youth were more engaged, bringing forward more ideas, and really wanting to do something to help causes that they believe in.”

Events that were held included community park clean-ups, tree planting, food drives, a book sale, talent show, walk/run/hike events, a skate boarding event, a mural project, fairs and others. A further update of the campaign results will be sent out in the coming weeks.

###

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. 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 team volunteering. Additionally, the centre strives to be a strong voice to support and promote volunteerism.

Volunteer MBC is a member of the Community Door, which is located at 7700 Hurontario Street, Unit 601, Suite 400 in Brampton. Satellite locations are planned for Mississauga and Caledon in the near future. For more information about the volunteer centre, and to access their on-line volunteer opportunities database, visit www.volunteermbc.org.

- 30 -

For more information or media inquiries, contact:

Sharon Clark-Koufis
Marketing & Communications Manager
Volunteer MBC
P: 905.238.2622 ext. 221
C: 416.433.0639
E: media@volunteermbc.org