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MEDIA ADVISORY

Mississauga Youth to ChangeTheWorld at Park Clean-up Event

May 9, 2014 – Brampton, ON – Mississauga youth will be out in full-force this weekend at Mississauga Valley Park to help bring back a beautiful and clean environment after the devastation of the recent ice storms. The “ChangeTheWorld: One Community at a Time” event is an environmental stewardship organized in collaboration with the City of Mississauga and Volunteer MBC.

This event is one of many 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).

Last year, Volunteer MBC engaged over 7,264 youth in 167 events across Peel Region during *ChangeTheWorld*, which totaled an astounding 25,521 volunteer hours! This year, 23 volunteer centres are participating across Ontario with the target to engage 33,000 youth for a minimum of 3 hours of volunteering, over the 6 week campaign. Here locally, Volunteer MBC is working towards the goal to engage 7,500 youth volunteers.

Youth are invited to volunteer at this event. To make their hours count, all high school youth who come out and volunteer on Sunday will receive a *ChangeTheWorld* certificate signed by Ontario's Minister of Citizenship and Immigration.

Members of the media and the public are also invited to attend.

Date/Time:

- Sunday, May 11, 2014
- 11:30AM to 2:00PM

Location:

- Mississauga Valley Park (Central Parkway East and Burnhamthorpe Road East)
- Link to map: <https://goo.gl/maps/2PpFI>

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Attendees/Dignitaries:

- Volunteer MBC's Step Up Youth Volunteer Ambassador Committee
- Volunteer MBC Staff
- City of Mississauga Staff
- Mayor Hazel McCallion, City of Mississauga (*invited*)
- City/Regional Councillor Frank Dale, Ward 4, City of Mississauga (*invited*)
- MPP Dipika Damerla, Mississauga East - Cooksville (*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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