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MEDIA RELEASE

Local Fundraiser Helps Support Youth Volunteer Program

May 9, 2014 – Brampton, ON – With the support of the Marble Slab Creamery in Mississauga (5955 Latimer Drive, Unit 2B), a “Celebrity Scoop Night” was held on Saturday, May 3 to help raise funds to support Volunteer MBC’s *Empower Youth to Create Community Change Program*. The program offers recruitment and training for youth to match them to meaningful volunteer positions at local community service organizations. It also provides leadership and service excellence training, as well as ambassador development that support the youth’s personal and professional growth.

Rain and cloudy skies didn’t dampen the spirits of Volunteer MBC’s Step Up Youth Volunteer Ambassadors (SUYVA) who coordinated the event. They were 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, and Volunteer MBC staff members.

Special thanks go to Mohamed Yusuf, Franchise Owner & Operator of the Marble Slab Creamery – Mississauga location, who lent his support to SUYVA by promoting the event to local area residents and for making the opportunity to hold this event possible. The Marble Slab Creamery – Mississauga is a proud supporter of various charities throughout Peel Region.

“We are very proud of our Step Up Youth Volunteer Ambassadors Committee who pulled together a number of great events to promote volunteerism and to help raise awareness of the good work of Volunteer MBC,” said Carine Strong, Volunteer MBC’s Executive Director. “Youth volunteerism is growing strong here in Peel Region, and our SUYVA members are taking action to get the word out about how everyone can make a difference in our community.”

The “Celebrity Scoop Night” collected over \$200 for the volunteer centre’s *Empower Youth to Create Community Change Program*. While a great effort, on-going financial support is required to support the centre’s programs, which also includes the *Retired Seniors Volunteer Program* and the *Newcomer Volunteer Readiness Program*. Donations can be made through Canada Helps at: www.canadahelps.org/CharityProfilePage.aspx?charityID=s101596. Corporate sponsorship is also available, contact the centre for more details.

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7700 Hurontario Street, Unit 601, Brampton, ON L6Y 4M3 • Phone: 905.238.2622 • Fax: 905.595.2612 • Email: info@volunteermbc.org
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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).

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.

Photos of the event can be viewed at: <https://www.flickr.com/photos/volunteermbc/sets> under the Album titled "Celebrity Scoop Night at Marble Slab Creamery - Mississauga".

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For more information and media inquiries, please contact:

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

Photo follows.

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Photo caption: Volunteer MBC's Step Up Youth Volunteer Ambassadors Committee being presented with a cheque by Mohamed Yusuf (centre), Franchise Owner & Operator of the Marble Slab Creamery – Mississauga, which will help support the volunteer centre's "Empower Youth to Create Community Change Program".

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