



MEDIA ADVISORY

THE VOLUNTEER CENTER CHALLENGES NORTH TEXANS FOR NATIONAL MAKE A DIFFERENCE DAY

The Volunteer Center of North Texas, American Airlines mobilize the community to lend helping hands to nonprofit organizations during 2nd annual North Texas Volunteer Challenge

WHAT: The North Texas Volunteer Challenge is a four-hour day of service bringing together individuals, youth, families, employees, and groups to “lend a helping hand” to nonprofit organizations in Collin, Dallas, and Tarrant counties. This is a signature event and fundraiser for the Volunteer Center of North Texas. The event occurs on Make a Difference Day, a national day of neighbors helping neighbors.

Service projects include renovation and revitalization, food sorting, community enrichment, arts & crafts for senior citizens and children, painting projects, landscaping, graffiti removal, care package assembly, classroom organizing and more.

WHEN: **8:00 a.m. – Noon, Saturday, October 23, 2010**

WHO: Volunteer Center of North Texas
American Airlines, Presenting Sponsor
500 volunteers
19 nonprofit organizations
44 corporate teams representing 10 companies
Event sponsors – Tom Thumb, the *Business Press* and *briefing*, an edition of the *Dallas Morning News*

WHERE: 19 locations throughout Collin, Dallas and Tarrant counties. Recommended media Sites include:

Jubilee Park and Community Center

Location: 907 Bank Street Dallas, TX 75223

Time: 9 a.m. – Noon.

Project will include removing graffiti, installing energy efficient light bulbs, weather-stripping doors, and assisting with a community carnival. All participants at this project are from Citi and are doing this in conjunction with other Make a Difference Day projects across the nation.

Anita Martinez Ballet Folklorico

Location: 4422 Live Oak Street, Dallas, TX 75204

Time: 8 a.m. – Noon

Project will include graffiti removal, painting of exterior building and general clean-up. At the conclusion of the project (around Noon), participants will view a special performance from children in the program ages 3 -7 years-old. Parents will also have a chance to share what the program does for their students, as 80% of students in the program are provided a full-scholarship to participate.

(more)

Mid-Cities Care Corps

Location: 837 Timberhill, Hurst, TX 76053

Time: 8 a.m. – Noon

Twenty participants from Alcon Laboratories will caulk and paint the home and a shed of Senior Neighbor Rita Kinnard, and remove limbs and debris from the yard. Mid-Cities Care Corps helps fulfill requests from Senior Neighbors (ages 65+) who have requested services for yard maintenance and painting.

WHY: All North Texans are encouraged to *Take the Challenge* by participating in a service project and contributing a required donation of \$15 for adults and \$10 for students (ages 12-17) to the Volunteer Center. Donations cover the cost to stage the event and help the Volunteer Center continue to provide programs and services to more than 1,500 nonprofit organizations throughout Collin, Dallas and Tarrant counties.

CONTACT: Ashley E. Hyder
Manager, Public Relations & Communications
(214) 826-6767 ext. 236
(832) 264-0814 – cell
ahyder@vcnt.org

PARTICIPATING NONPROFIT ORGANIZATIONS

Alzheimer's Association, Greater Dallas Chapter
Anita N. Martinez Ballet Folklorico
Camp Fire Child Development Center
Catholic Charities of Dallas, Inc.
City of Dallas - Stormwater Management

CONTACT

Donated Goods Program (VCNT)
EQUEST
Family Gateway, Inc.
Heritage Farmstead Museum

Jubilee Park and Community Center
Junior Achievement of Dallas
Mid-Cities Care Corps
Mosaic, Inc.
My Possibilities
River Legacy Living Science Center
Tarrant Area Food Bank
Texas Trees Foundation
Youth Volunteer Corps of North Texas (VCNT)

PARTICIPATING COMPANIES

American Airlines – *Presenting Sponsor*
Tom Thumb
briefing – An edition of the *Dallas Morning News Business Press*
Alcon Laboratories

Citi
Johnson Controls, Inc.
UBS
DrPepper Snapple Group
Texas Instruments

About the Volunteer Center of North Texas

The Volunteer Center of North Texas (VCNT), founded in 1971, is one of the largest and most active volunteer centers in the country. A primary purpose of VCNT is to recruit volunteers, including individuals, corporations and civic and faith-based groups, to serve nonprofits and their clients throughout the North Texas area. For more information, visit www.vcnt.org