



**MAKE A
DIFFERENCE DAY**
NATIONAL DAY OF DOING GOOD



****MEDIA ADVISORY****

DALLAS RESIDENTS SPEND SATURDAY "MAKING A DIFFERENCE"

USA WEEKEND Magazine, University of Phoenix, HandsOn Network Action Center, and the Volunteer Center of North Texas partner together for 19th Annual Make A Difference Day

WHAT: The Volunteer Center of North Texas is inviting University of Phoenix students, faculty, staff and alumni and local residents to continue a 19-year tradition of spending the fourth Saturday in October making a difference in their communities by revitalizing environmental agency Clean South Dallas on October 24.

Volunteers will give the facility a makeover with fresh paint, new plants and minor repairs. Clean South Dallas is located in the low-income Fair Park community.

Make A Difference Day is the largest day of volunteer action in America; more than 3 million people served in their communities in on the signature day in 2008. Make A Difference Day connects people with opportunities to serve, increases the strength of communities and promotes civic engagement. University Of Phoenix is a proud supporter of Make A Difference Day this year and is helping to raise impact across the country.

WHO: Volunteer Center of North Texas volunteers
University of Phoenix students, faculty, alumni and staff volunteers
Local residents
Councilmember Carolyn Davis, City Council District 7

WHEN: Saturday, Oct. 24, 2009, from approximately 8 a.m. – 12 p.m.

WHERE: Clean South Dallas
2809 Birmingham Avenue
Dallas, TX 75215

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About HandsOn Network

HandsOn Network, the volunteer-focused arm of Points of Light Institute, is the largest volunteer network in the nation and includes more than 250 HandsOn Action Centers that reach more than 83% of the nation's population and extend to ten countries. HandsOn includes a powerful network of more than 70,000 corporate, faith and nonprofit organizations that are answering the



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call to serve and creating scaled impact. In 2008, the network delivered approximately 30 million hours of volunteer service valued at \$615 million. For more information, visit handsonnetwork.org.

About USA WEEKEND Magazine

USA WEEKEND Magazine is a national weekly magazine, distributed through more than 700 newspapers in the United States. It created Make A Difference Day in 1992. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, food and travel. USA WEEKEND is a Gannett Co., Inc., publication.

About University of Phoenix

University of Phoenix is constantly innovating to help students balance education and life in a rapidly changing world. Through flexible schedules, challenging courses and interactive learning, students achieve personal and career aspirations without putting their lives on hold. During the quarter ending May 31, 2009, 420,700 students were enrolled at University of Phoenix, the largest private university in North America. University of Phoenix serves a diverse student population, offering associate's, bachelor's, master's, and doctoral degree programs from campuses and learning centers across the U.S. as well as online throughout the world.

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.