



Outrageously Dependable®

**** MEDIA ALERT**PHOTO OPP**MEDIA ALERT****

INTERSTATE BATTERIES EMPLOYEES VOLUNTEER AT ELEMENTARY SCHOOL

- WHO:** Manuel Ontiveros, Herbert Marcus Elementary Principal
Julie Thomas, Volunteer Center of North Texas CEO
Interstate Batteries employee volunteers
- WHAT:** **100+ Interstate employee volunteers** will help install whiteboards and bulletin boards, build and paint picnic tables and assist with landscaping projects at Herbert Marcus Elementary. Ninety-eight percent (98%) of students at the school are from economically challenged families.
- WHEN:** Thursday, Sept. 2, 2010
8:30 a.m. – 12 p.m.
- WHERE:** Herbert Marcus Elementary School
2911 Northaven Road, Dallas, Texas 75229 (972) 794-2901
http://www.dallasisd.org/schools/realtor_new.cfm?id_con=146
- WHY:** **The project kicks off “Volunteer Month” at Interstate Batteries; Dallas-based service projects for the month have been managed and coordinated by the Volunteer Center of North Texas’ Hands at Work™ Corporate Employee Program.**

STORYLINES:

- This service project is managed and coordinated by VCNT’s Hands at Work™ Corporate Employee Program, which optimizes the effectiveness of employee volunteers while ensuring a rewarding volunteer experience. VCNT collaborates with local nonprofit organizations to provide any size corporate employee group the opportunity to volunteer, learn and lead in their communities.
- Interstate Batteries has a corporate culture deeply entrenched in volunteerism and is so serious about this commitment that it gives its 400+ employees paid time off to participate in such projects.
- At the June National Conference on Volunteering and Service in New York City, a wide range of America’s corporate leaders gathered to highlight the importance of corporate volunteerism as both an American tradition in corporate culture as well as a new wave of creating shared value within the community.
- The September initiatives Interstate Batteries employees are volunteering for, in association with VCNT, include the Sept. 2 project at Marcus Elementary as well as a similar project at Stephan C. Foster Elementary in Dallas (Sept 9); assembling care packages for Soul’s Harbor, a facility dedicated to helping men break the cycle of homelessness (Sept. 16); assembling educational tool kits for homeless and at risk children at Rainbow Days (Sept. 23); and writing personal encouragement note cards to U.S. soldiers (Sept. 23).

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