



FLORIDA NEEDS YOU ... VOLUNTEER!

APRIL IS FLORIDA VOLUNTEER MONTH

NEWS RELEASE (Sample)

FOR IMMEDIATE RELEASE
Month, Day, 2010

MEDIA CONTACT:
(name)
Telephone: XXX-XXX-XXXX
Cell: XXX-XXX-XXXX
E-mail address: name@provider.com

(Sample Descriptive Headline) SOCIAL SERVICE VOLUNTEERS TO BE RECOGNIZED AT LOCAL
VOLUNTEER AWARD CEREMONY

(Your organization) to hold (your event) in conjunction with Florida Volunteer Month ...

(YOUR CITY), FLORIDA—(Your organization or other entity) will join with individuals and organizations throughout the state to recognize and celebrate the millions of Florida volunteers who are changing lives and making a difference in their communities.

(Provide up to two paragraphs of description of your event held in support of Florida Volunteer Month)

"Today's realities make volunteers more important than they have ever been before," said (Your organization's president or CEO). "It is hard to imagine how we would fill the financial gaps we are experiencing today without our volunteers."

Designated by Governor Charlie Crist and the Florida Cabinet as Florida Volunteer Month, April is the time to promote the spirit of volunteerism. The month-long Florida Volunteer Month campaign provides an opportunity for organizations to share their achievements and recognize their volunteers while showcasing the benefits of volunteering and engaging more citizens in volunteer service.

-or-

Governor Charlie Crist, the Florida Cabinet, and (Mayor/Commissioner _____) have designated April as Florida Volunteer Month. There is no better time to promote the spirit of volunteerism. The month-long Florida Volunteer Month campaign provides an opportunity for organizations to share their achievements and recognize their volunteers while showcasing the benefits of volunteering and engaging more citizens in volunteer service.

Sponsors of Florida Volunteer Month are urging individuals statewide to join the volunteer movement. This year's theme, "Florida Needs You ... VOLUNTEER!" encourages everyone to experience the

psychological, physical, and professional benefits that volunteering can offer, such as an increased self-esteem, improved health, and marketable job skills.

Businesses also can experience the advantages of volunteering through the implementation of an employee volunteer program. Studies have shown that companies with employee volunteer programs report lower employee turnover rates, higher morale, and better community relations.

For a list of links to volunteer resources and opportunities, please visit Volunteer Florida's Web site at www.volunteerflorida.org.

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