



# MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**

Friday, March 24, 2006

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## **ATTENTION NEWS DIRECTORS!**

### **APRIL IS FLORIDA VOLUNTEER MONTH!** **RADIO PSAs AVAILABLE AT NEW VOLUNTEER FLORIDA WEB SITE**

*High-quality, 15-second PSAs available for download in MP4 format in the Multimedia section of [volunteerflorida.org](http://volunteerflorida.org) ...*

**WHO:** The Governor's Commission on Volunteerism and Community Service, Volunteer Florida

**WHAT:** Florida Volunteer Month 15-second Radio PSAs

**WHEN:** Friday, March 24, 2006

**WHERE:** <http://www.volunteerflorida.org/secondgui/multimedia.html>

**WHY:** The Florida Cabinet has issued a Resolution designating April 2006 to be Florida Volunteer Month. Volunteer Florida is launching a comprehensive public awareness campaign around the theme, "Volunteers Come from All Walks of Life ... Walk the Walk! Volunteer!" The campaign includes: color posters distributed statewide to businesses, nonprofit agencies and schools; television PSAs in English and Spanish; radio PSAs in English and Spanish; a new Web site, located at [www.volunteerflorida.org](http://www.volunteerflorida.org), and other public-information related activities.

**Please consider airing the Florida Volunteer Month PSAs on your station. Your help is appreciated in advancing the volunteer movement in Florida.**

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