

Brighten Your World 
VOLUNTEER!
APRIL IS FLORIDA VOLUNTEER MONTH!

NEWS RELEASE
(Sample)

FOR IMMEDIATE RELEASE
Month, Day, 2009

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 during these difficult economic times.

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

"Volunteers are an essential part of the community, and their hard work, dedication, and compassion are an asset to everyone around them," said (Your organization's president or CEO). "It is almost painful to imagine what our community would be like without our volunteers, especially today when needs are great and resources are few."

Designated by Governor Charlie Crist and the Florida Cabinet as Florida Volunteer Month, April is the time to promote the spirit of volunteerism. The 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-

(more)



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 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, "Brighten Your World ... 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 by implementing 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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