

FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

THE VOLUNTEER CENTER OF GREENSBORO Mobilizes Area Residents to Serve on King Holiday

Local Volunteers Mark 25th Anniversary of King Holiday by Serving Others

GREENSBORO, NC— At least 3,000 Guilford County residents are expected to turn out on the Martin Luther King, Jr. holiday to make the annual Day of Service a day on, not a day off by volunteering and helping make a difference in our local community.

The Volunteer Center of Greensboro has planned a volunteer fair that will leverage the strength of local citizens to help tackle local problems. Volunteers in Guilford County will join hundreds of thousands of Americans who are participating in MLK Day of Service projects in all fifty states. This year marks the 25th anniversary of the federal holiday – a day that honors Dr. King’s legacy and commitment to transforming our nation through service to others. This milestone is a perfect opportunity for Americans to help realize King’s dream of equality and opportunity for all, and to take action to solve problems in their communities.

“Dr. King’s life of service continues to inspire us more than 40 years after his death,” said Hollie Rose-Galli, Executive Director of The Volunteer Center of Greensboro. “There is no more fitting way to honor Dr. King’s memory than by serving others, particularly those most in need. As Dr. King himself said, “Life’s most urgent and persistent question is: what are you doing for others?””

The Volunteer Center will be sponsoring a volunteer fair with over 30 non-profits participating in the event. Each non-profit will be showcasing their organization and the services they provide to the local Guilford County community. Attendees will have the opportunity to visit with the various organizations, learn more about how they are making a difference in Guilford County and sign up with specific organizations they are interested in serving. Local non-profit organizations will be conducting on site service projects during the event. There will also be entertainment featuring local choirs and poetry readers commemorating the annual Day of Service.

WHO: The Volunteer Center of Greensboro
WHAT: Lend A Hand – Live The Dream
WHERE: Four Seasons Town Centre, 410 Four Seasons Town Center, Greensboro, NC
WHEN: Monday, January 17, 2011, 10a-2p

The Volunteer Center of Greensboro strengthens our community by creating meaningful volunteer connections. We connect people, promote volunteerism, support nonprofits, and build partnerships. The Volunteer Center was in contact with more than 30,000 individuals seeking volunteer opportunities in 2010, and on any given day, can place someone into more than 250 volunteer opportunities in Guilford County nonprofits. Visit www.volunteergso.org for more information about the organization and volunteer opportunities.

The Corporation for National and Community Service leads the annual MLK Day of Service, working with the King Center in Atlanta and thousands of nonprofit groups, faith-based organizations, and schools and businesses nationwide. For further information about MLK Day of Service and what's taking place across the country, visit MLKDay.gov.

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service each year through its core programs, Senior Corps, AmeriCorps, and Learn and Serve America, and leads President Obama's national call to service initiative, *United We Serve*. Visit NationalService.gov for more information.

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