

Tuesday, November 2, 2010

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## **Volunteer Canada Announces Theme for National Volunteer Week 2011**

The theme for National Volunteer Week 2011 is **Volunteers: Passion. Action. Impact.** "In 2011, we want to highlight the true contribution of volunteers in our society," states Ruth MacKenzie, President & CEO, Volunteer Canada. "Canada's 12.5 million volunteers are agents of social change and their effort, skills and time serve as the foundation for all community services."

"Volunteers are coaches, mentors, advocates, activists, champions, administrative staff, board members, disaster relief workers, firefighters and so much more," says MacKenzie. "Volunteer Canada is proud to say thank you to these incredible Canadians and we look forward to celebrating their work during National Volunteer Week."

National Volunteer Week is a week-long celebration whereby registered charities, not-for-profit organizations and volunteer centres pause to thank and recognize their volunteers. National Volunteer Week takes place April 10-16, 2011.

The event was originally developed in 1943 as a volunteer recruitment effort to enlist women for wartime voluntary service. In the late 1960s, National Volunteer Week was revived and has since grown to engage volunteer-involving organizations from coast to coast to coast.