

Tuesday, January 25, 2011

In this issue:

- Volunteer Canada Launches NVW 2011 Website
-

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Volunteer Canada is pleased to announce the launch of this year's website for National Volunteer Week. Visit it now at www.volunteer.ca/nvw. It's the place to access a variety of free downloadable resources and information to help celebrate and recognize volunteers across the country.

"This past year has been very exciting for volunteerism," said Ruth MacKenzie, President and CEO of Volunteer Canada. "The Governor General of Canada, His Excellency the Right Honourable David Johnston, announced his patronage of Volunteer Canada," which demonstrates just how important volunteers truly are.

"At Investors Group, we are committed to strengthening the communities in which we live and work, and volunteering is a vital part of that focus," said Murray Taylor, President and Chief Executive Officer, Investors Group. "We are very proud to have developed a lasting relationship with Volunteer Canada, an organization that shares our vision for corporate philanthropy and passion for volunteerism."

Digital advertisements, a certificate of appreciation, and templates for a sample media advisory and a public service announcement are just some of the NVW assets available on the site. The [National Volunteer Week e-store](#) can be accessed through the site. The e-store features an assortment of premium NVW volunteer recognition items to fit any budget – including several new items. **Volunteer Canada members receive a 10 per cent discount** on all purchases made through the e-store. Members, please stay tuned for an email with instructions for your 10% discount on e-store products.

"Volunteering can take so many forms," said Taylor. "National Volunteer Week is a wonderful way to show Canadians how everyday actions like reading to a child or preparing a meal can be transformed into something of greater meaning for their community and the world around them."

The theme for NVW 2011 is **Volunteers: Passion. Action. Impact**. This year's superhero-inspired campaign recognizes the meaningful and important work of Canada's 12.5 million volunteers.

Stay tuned in the weeks ahead for up-to-the-minute details on NVW and more free resources that will be available through www.volunteer.ca/nvw.

NVW packages, which include posters and postcards, are now being mailed out to members.