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National Volunteer Week Videos Launch Today

Volunteer Canada and **Investors Group** today released new emotionally-charged videos to promote National Volunteer Week 2011 in collaboration with **Volunteer Ottawa**. One English video and one French video were produced. Each one feature a separate story and highlight how volunteering is an enriching experience for volunteers and those who are the beneficiaries of the contributions of volunteers. Both vignettes incorporate this year's NVW theme – **Volunteers: Passion. Action. Impact.** – and recognize volunteers as leaders of positive change in their communities. The videos are available right now for viewing and download at www.volunteer.ca/nvw.

NVW Video Descriptions

The English-language video tells the story of Georgina Neville and volunteer Marc Charron. Neville's two children were born with a mysterious disorder that causes seizures. They are wheelchair-bound. Doctors have never been able to give Neville a diagnosis. Rogers House is a respite care centre where Neville brings the children when they have appointments at the hospital. This is where the family met Charron. He has visited the Neville family at Rogers House for five years, to keep the kids company, and help care for them.

The French-language video tells the story of Paul Richer, a volunteer with Dépanneur Sylvestre, a community drop-in centre that offers pay-what-you-can meals and a place to socialize. Richer had been in and out of jail for much of his adult life before he found the Dépanneur. Through his volunteer work at Dépanneur Sylvestre, Richer is able to reintegrate into society, and give back to his community.

Accessing NVW Videos

These videos are free to download from www.volunteer.ca/nvw for anyone who wishes to use them during presentations and/or events. They're available in the "[Downloads](#)" section of the site from the link labelled "Georgina's Story". They're also available on Volunteer Canada's [YouTube page](#) for easy linking to Web sites, and for distribution through social media networks.

NVW E-Card and Twibbon

Build a personalized electronic thank-you card with a superhero theme. It's a fun way to say thanks to volunteers in the digital age! Easy to create and fun to share. Get started now on the home page of the [NVW site](#).

What's a Twibbon?! It's a small graphical overlay that can be displayed on personal profile photos that people see on Facebook and Twitter pages. Get the official [NVW Twibbon](#) from the "Downloads" page of www.volunteer.ca/nvw. It's a great way to support National Volunteer Week and raise awareness about the campaign through social media.

NVW E-Store

If you're looking for gift ideas to thank volunteers there's lots of choice NVW products available in the [e-store](#). Quality picture frames, stainless steel beverage tumblers, tote bags, key chains, and thank-you cards are among the items for sale.

About National Volunteer Week

National Volunteer Week (www.volunteer.ca/nvw) pays tribute to the millions of Canadian volunteers who graciously donate their time and energy. This year's 68th annual NVW takes place the week of April 10 to 16. It is Canada's largest celebration of volunteers, volunteerism, and civic participation. The theme of this year's National Volunteer Week is ***Volunteers: Passion. Action. Impact.***

National Volunteer Week was first proclaimed in 1943 as an initiative to draw the public's attention to the vital contribution of women to the war effort on the home front. In the late 1960s, the focus was revived and broadened to include all community volunteers.

Investors Group has sponsored National Volunteer week for 12 years as part of its commitment to corporate citizenship. The company is a founding member of Volunteer Canada's Corporate Council on Volunteering.