



For Immediate Release
June 22, 2009

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****MEDIA ALERT**MEDIA ALERT** MEDIA ALERT****

**JON BON JOVI AND MATTHEW MCCONAUGHEY
REPRESENT THE ENTERTAINMENT INDUSTRY FOUNDATION
AT THE NATIONAL CONFERENCE FOR SERVICE AND VOLUNTEERING**

**EIF Announces New Nationwide Service Initiative with Wide-Spread Industry Support
At San Francisco Conference, Monday, June 22, 2009**

WHO: Jon Bon Jovi, Matthew McConaughey and many others

WHAT: On behalf of the Entertainment Industry Foundation, Jon Bon Jovi and Matthew McConaughey will make special appearances at the National Conference for Service and Volunteering. To an audience of more than 4,500 service leaders, they will share plans for EIF's new multi-year campaign to help make service and volunteerism a national priority. Hollywood's leading charity has received wide-spread support from the entertainment industry, and, later this year, will launch an unprecedented campaign beginning October 19th. As a center piece, broadcast networks will use America's favorite TV shows and personalities to shine a spotlight on the power of service. Additionally, EIF is joining forces with AARP and the power of its nearly 40 million members, and is working with the ServiceNation coalition of 200 service organizations and the Points of Light Institute/HandsOn Network to build a grassroots movement.

At the opening session, Jon Bon Jovi will address the conference and play a short musical set to celebrate the year-round work of hundreds of service organizations represented at the event. Matthew McConaughey will introduce a brief video that will give the group a sneak peak at what EIF and the entertainment industry have planned. Both are long supporters of service. As the founder of the Philadelphia Soul Charitable Foundation, Jon Bon Jovi has taken up the fight against homelessness and poverty across the country. Likewise, Matthew McConaughey's charitable organization, j.k. livin foundation, is working to bring after-school fitness and wellness programs to underserved communities nationwide.

Earlier this year, President Barack Obama signed the *Edward M. Kennedy Serve America Act*, a bipartisan act calling for the largest expansions of community and national service since the launch of the Civilian Conservation Corps 75 years ago.

ABOUT EIF: The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues.

WHEN: Monday, June 22, 2009: 4:30 pm – 6:30 pm

**WHERE: Moscone West
5th Street and Howard Street, First Level
San Francisco, CA 94103**

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