



This fall, the Entertainment Industry Foundation (EIF) will mobilize the entire entertainment community around a groundbreaking multi-year initiative designed to inspire a new era of service. EIF hopes the initiative, called "I Participate," will make service a part of who we are as Americans and show what we can achieve when we all pull together.

Unprecedented Week of Network Programming: As a centerpiece for this initiative, Hollywood's leading charity has enlisted the four major broadcast networks -- ABC, CBS, FOX and NBC -- for an unprecedented, week-long television event beginning October 19th. For the entire week, these and other networks will use our favorite TV shows to shine a spotlight on the power of service. Fifty prime-time shows have already agreed to participate and this number is growing. Imagine: for seven days straight, whether viewers tune-in to shows like *ABC's Extreme Makeover: Home Edition*, *NBC's 30 Rock*, *CBS's CSI: Miami* or *Fox's So You Think You Can Dance* -- they will watch programs infused with inspirational volunteer messages.

Public Service Campaign: EIF will produce a series of celebrity-driven public service announcements that will reinforce the importance of volunteerism and promote the week. Through these PSAs, EIF will also recognize and encourage support for five key areas of service: Education & Children, Health & Well Being, Economic Development, Environmental Conservation, and Support for Military Families. EIF has enlisted Jesse Dylan to create, direct and produce the PSAs. He was the creative force behind Bono's "Red" campaign and will.i.am's iconic "Yes, We Can" video.

iparticipateusa.org: As part of this groundbreaking effort, EIF will launch a dedicated website to make it easier than ever before for millions of Americans to find volunteer opportunities in their local communities. EIF's robust search engine, powered by allforgood.org, will help empower people to discover local volunteer opportunities, across five areas of service (listed above). Calendar of events, maps, digital tool kits and ready-made local recommendations for how people can get involved will also be incorporated. Using the power of social networking vehicles like Facebook, people can join the movement and recruit friends to spread the message.

Comprehensive Media Relations Plan: EIF will draw on the power of national network media and local affiliates, including television (morning, daytime and nighttime shows, news and entertainment programs), as well as national and local print, radio and online media outlets to generate excitement. EIF is working with the industry to utilize every available asset to arrange for interviews, feature stories, tune-in messages and to maximize public awareness by engaging high-profile talent (from film, television, theatre, radio, online, network and sports) to talk about volunteerism, highlight their own service organizations, and encourage tune-in. EIF will also engage vetted volunteers and service heroes with real-life examples to participate in publicity efforts. Local media and affiliates will be engaged to participate in public education efforts by profiling local service groups and volunteers at the local level, as well as to create their own PSAs on volunteerism. Through this intensive effort, broadcast, print, radio and online media will saturate coverage with messages about the social and personal benefits of volunteerism, with the goals of increasing viewership for the relevant programs airing October 19-25, driving audiences to the I Participate web site; and -- ultimately -- significantly increasing volunteerism in the United States.

EIF's Capacity Building Grants: In addition to generating heightened awareness about the value of community service, EIF will provide grants to key volunteer/service organizations to help build their capacity to accept, train and deploy volunteers in areas of the greatest need. Men and women of the entertainment industry will help fuel the drive to service not just by showing its benefits to the country, but also by bringing home its tangible benefits to the people who volunteer.

The number of Americans who volunteer regularly has not increased in 40 years. Service experts and community leaders agree: we are at a critical moment when real change is needed. Nearly half of all people who currently volunteer started because they were asked by someone they know. Now EIF and the entertainment industry is asking the country to get involved and "I Participate" is poised to help generate a new era of volunteerism.