



## **FOR IMMEDIATE RELEASE**

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# **11 – 11 – 11: AMERICANS UNITE IN CELEBRATING VETERANS DAY WEEK THROUGH SERVICE AND VOLUNTEERING**

## **LOCAL NON-PROFITS JOINS SERVICENATION FOR DALLAS AREA SERVICE PROJECT**

### **Volunteer Center of North Texas, East Dallas Boys and Girls Club and Dell join forces to unite the civilian and military communities through service.**

(Dallas, Texas, November 4, 2011) – Americans from all walks of life will unite to honor active military, veterans and military families this Veterans Day—11/11/11. Dallas will host one of 11 large-scale service events in 11 major U.S. cities on Veterans Day. It's all part of ServiceNation's Mission Serve initiative which brings together the civilian and military communities through service and volunteerism. Americans who wish to volunteer in honor of those who have served in the military will also be able to log onto [www.MissionServe.org](http://www.MissionServe.org) to find other service projects in the region.

This year, the series of national projects will be highlighted by a high-profile social media component, led by prominent celebrities Dwayne Johnson and Miley Cyrus, who will mobilize their 50 million Twitter and Facebook followers to spread the word about the Mission Serve initiative and serve in support of active military, veterans, and military families.

With the support of Dell, Inc, Volunteer Center of North Texas, The Boys & Girls Club of Greater Dallas, and the USO, ServiceNation will host a signature Veterans Day service project in Dallas. Dell, Inc employees, who will represent the civilian community, will join together with military veterans and family members to paint, repair, refurbish and beautify the Boys & Girls Club of Greater Dallas.

“Service has become a meeting place for veterans and civilians,” said Chris Marvin, a former Blackhawk helicopter pilot, who was wounded in Afghanistan. “Both communities understand and embrace service, and as we welcome a growing population of veterans returning from combat, it is imperative that our communities engage them by challenging them to serve here at home. Our veterans are civic assets, not only because of the service they have given overseas, but also because of how they are willing to serve in our communities. We firmly believe that the integration of the military and civilian communities begins with shared service.” Marvin is currently director of Civilian-Military Partnerships for Service Nation.

ServiceNation is proud to welcome Bank of America as the National Corporate Partner for this series of events.

For more information on the 2011 Mission Serve Veterans Day and how you can support it, please go to [www.MissionServe.org](http://www.MissionServe.org).

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**About the Volunteer Center of North Texas:**

The Volunteer Center of North Texas (VCNT), founded in 1971, is one of the largest and most active volunteer centers in the country. A primary purpose of the VCNT is to recruit volunteers, including individuals, corporations and civic and faith-based groups, to serve nonprofits and their clients throughout the North Texas area. For more information, visit [www.vcnt.org](http://www.vcnt.org).