



MEDIA ADVISORY

IMG College Rallies to Support Local Charities

America's Home For College Sports Gives Back Through Volunteerism

WHAT: **More than 500 employees of IMG College**, the largest sports marketing company in the nation, which represents licensing and/or multimedia rights at 11 colleges and universities in the state of Texas including The University of Texas at Austin, Texas A&M University, Texas Christian University, Southern Methodist University, Sam Houston State University, Stephen F. Austin State University, University of North Texas, Rice University, Texas Tech University, Texas State University-San Marcos, and The University of Texas at El Paso, are working with the Volunteer Center of North Texas (VCNT) on a number of activities to benefit the local Dallas-Fort Worth community.

As a component of a three-day staff development conference IMG College is conducting in Fort Worth, employees will spend one day completing a variety of **service projects benefiting the Presbyterian Night Shelter, Camp Fire USA First Texas Council, and World Vision North Texas**. Volunteers will assemble picnic tables, stuff backpacks with school supplies for homeless children, prepare 400 duffel bags with personal care items for the homeless, compile nearly 300 disaster kits to assist displaced families of natural disasters, plus children's picnic tables, desks and chairs.

The morning will begin at Circle R Ranch with a presentation to volunteers from the charity organizations including Toby Owens, executive director, Presbyterian Night Shelter; Pam Rinn, director of programs, Camp Fire USA First Texas Council; and Arnie Adkison, executive director, World Vision North Texas.

The afternoon will end with IMG College employees hand delivering donations to the Presbyterian Night Shelter.

This service project is managed and coordinated by VCNT's Hands at Work™ Corporate Employee Program, which optimizes the effectiveness of employee volunteers while ensuring a rewarding volunteer experience. VCNT collaborates with local nonprofit organizations to provide any size corporate employee group the opportunity to volunteer, learn and lead in their communities. This is the first Hands at Work™ service project completed by IMG College.

WHEN: **4:15 PM — 4:45 PM, Wednesday, April 27, 2011**

Projects will be assembled from 9:45 AM — 3 PM at Circle R Ranch and delivered from 4:15—4:45 at the Presbyterian Night Shelter. Please see contact info. below for b-roll and photo opportunities.

WHO:

- Employees from IMG College
- Volunteer Center of North Texas staff
- Kelsey Patterson, Presbyterian Night Shelter board member and wife of Texas Christian University head football coach Gary Patterson

WHERE: **Presbyterian Night Shelter**
2400 Cypress Street
Fort Worth, TX 76102

(more)

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About IMG College

IMG College is the leader in capturing consumer devotion to college sports through partnership opportunities in licensing, marketing, events and hospitality, multimedia rights, stadium and arena development, sales, and consulting across local, regional, and national platforms. IMG College partners with the nation's top collegiate brands, including the NCAA and its 88 championships, NCAA Football, leading conferences, and some of the most prestigious universities in the country. IMG College is a division of IMG Worldwide, the world's premier sports, media, and entertainment company. For more information, please visit www.imgworld.com.

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 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.

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