



FOR IMMEDIATE RELEASE

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VOLUNTEER CENTER EDUCATES CORPORATIONS ABOUT THE BENEFITS AND IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY

DALLAS, TX (June 15, 2011) –The Volunteer Center of North Texas (VCNT) will host a Corporate Forum for business leaders on June 23 from 8:30 – 10:30 a.m. at the VCNT, located on 2800 Live Oak Street, Dallas, TX 75204. The topic for this quarter will be “The Management of Organizational Stakeholders for Effective Corporate Social Responsibility.”

The Corporate Forum will feature a panel discussion on the importance of corporate social responsibility, focusing on the economics of volunteerism, legalities, ethics, philanthropy, and connecting corporate volunteers with local schools.

Panelists include the following business leaders:

- Trisha Cunningham, Director of Corporate Citizenship, Texas Instruments
- Jennifer Korman, Director of Community Relations, Mercedes Benz Financial Services (Detroit, MI)
- Cesar Moncada, Director of Governmental & External Affairs, Verizon Communications
- Sam Santiago, Director of Workforce Giving & Volunteerism, American Airlines

“Having attended several of these gatherings in the past, we highly recommend participating in the Corporate Forum hosted by the Volunteer Center of North Texas,” said Sam Santiago, Director of Workforce Giving & Volunteerism, American Airlines. “The discussions are productive and the exchange of ideas is priceless. In today’s competitive environment no business leader can afford to think Corporate Social Responsibility is a ‘nice to have’, but truly a ‘must have’.”

Corporate Forums provide an opportunity for businesses to share ideas that benefit both employees and management on a variety of issues and topics related to good corporate citizenship, as well as discuss strategies, initiatives, best practices, and to highlight community involvement successes of businesses in North Texas.

CEOs, human resources representatives, community relations/outreach representatives, and various other employees and executives can participate in this initiative. Corporate Forums are held quarterly and there is no cost to attend.

For more detailed information about Corporate Forum and to RSVP, contact Special Event Manager, Michelle Raczynski at mraczynski@vcnt.org.

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.