

## Volunteer MBC launches new series on Rogers TV Peel

Volunteer MBC, in partnership with Rogers TV Peel, has been provided with the opportunity to promote volunteerism and to put the spotlight on volunteers, community service organizations, and the programs and services provided by the Volunteer Centre.

This is via a special 13-part series entitled 'i care?i volunteer?'

The series began airing last week in Brampton and Mississauga. It will air in Caledon starting tomorrow (Friday) on cable channel 63.

'i care...i volunteer?' was pre-recorded and includes staff members from Volunteer MBC, 27 staff from community service organizations who are members of the Volunteer Centre and 38 volunteers who joined as guests to share their 'volunteer stories?'. Hosted by Jackie Vieira and Alima Hotakie, volunteer hosts at Rogers TV Peel, each 30-minute episode features a specific theme about volunteering and provides reflections on the impact that volunteers have made on the community and on local community service organizations. In addition, a key message shared on all episodes is how individuals can get involved as volunteers by contacting their local Volunteer Centre.

Volunteer MBC offers a referral and matching service for volunteer placement within the community for all ages. This service can be accessed through consultation by email, in-person consultation at any one of the centre's three locations (Caledon, Brampton or Mississauga), or by searching through the centre's on-line volunteer opportunity database.

'We are so grateful to Rogers TV's volunteers and staff for this incredible opportunity to promote and support volunteerism in an effort to connect all people in Peel to meaningful volunteer roles in their communities,' commented Volunteer MBC Executive Director Carine Strong.

'Rogers TV supports volunteering in our community,' Jake Dheer, senior operations manager for Peel Region, observed. 'In fact, as the local community channel, Rogers TV Peel works with over 300 local volunteers who help put together community television programming that informs, entertains and engages Peel citizens. It's a privilege to work with Volunteer MBC to profile their great work and the contributions of volunteers.'

'i care?i volunteer?' would not have been possible without the support of the Rogers TV Peel production team to include Producer and Technical Producer Marissa Corrigan and Producer Wasim Parkar, along with numerous Rogers TV Peel volunteers who assisted during the pre-recordings which took place at Rogers' Brampton studio.

The air time for the first episode of the series, Introduction to Volunteer MBC and how to search for a volunteer role, on Caledon cable channel 63 will be at a later date. The second episode, Volunteering for Seniors and Older Adults, will be tomorrow (Friday) at 4 p.m. and Saturday at 4:30 p.m. The third episode, Volunteering for Newcomers, will air Jan. 23 at 4 p.m., and the fourth episode, Corporate/Team Volunteering, will be seen Jan. 30 at 4 p.m. and Jan. 31 at 4:30 p.m.

Air dates for episodes in February will be announced shortly.