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A Record Number of Businesses to Engage Employees and Customers to Volunteer On Make A Difference Day, the Largest Single Day of Volunteering

WASHINGTON, DC (Oct. 18, 2004) – Make A Difference Day, the nation's largest single day of volunteering, takes place on Saturday, Oct. 23, 2004. More than 3 million Americans are expected to participate in thousands of volunteer projects. This year, a variety of businesses are creating opportunities for employees and customers to give back to the communities in which they live and work. Make A Difference Day is sponsored by USA WEEKEND Magazine in partnership with the Points of Light Foundation.

"Make A Difference Day is an ideal opportunity for business leaders to strategically integrate their philanthropic efforts to address community needs and underscore their leadership position in corporate citizenship," said Robert K. Goodwin, president and CEO of the Points of Light Foundation.

According to a recent survey of corporate America, 75% of respondents believe good corporate citizenship is driven largely by internal corporate values. And nearly one-third believe it helps recruit and retain employees.*

Below are a few examples of how businesses and organizations are involved in Make A Difference Day. (Please go to makeadifferenceday.com for more details.)

- BJ's Wholesale Clubs – All 153 stores will invite the community to create personalized "Heart of Gold Hero Bags" containing snacks, gifts and cards to be delivered to military personnel by the USO.
- Jamba Juice – Beginning Oct. 9, all 440 stores will donate 25 percent of Breakfast Menu sales to PE4life, an organization that promotes school physical education programs. Employees will volunteer with children's physical education programs.
- Carpet One – Chain stores will conduct "makeovers" in more than 800 elementary school libraries and media centers across the country as selected by local customer votes.
- Citigroup – Employees in 27 cities will visit schools and community centers to teach children, teens and college students about money management.
- General Motors Corporation – Dealerships across the country will raise funds and fulfill wishes for critically ill children through the Make-A-Wish Foundation.

Actor and philanthropist Paul Newman is supporting Make A Difference Day for the 11th year. Newman will help select 10 projects to receive national awards and give a total of \$100,000 to their charities. Local and national honorees will be featured in an April 2005 issue of USA WEEKEND.

The Points of Light Foundation & Volunteer Center National Network supports the vital work of millions of volunteers who are helping to solve serious social problems in thousands of communities nationwide.

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About USA WEEKEND Magazine

USA WEEKEND Magazine is a national weekly magazine distributed by more than 600 newspapers in the United States. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, personal finance and travel. The magazine's Make A Difference Day is the nation's largest annual day of community service. The magazine also provides Newspaper in Education classroom guides to partner newspapers. usaweekend.com provides enhanced content and interactive magazine features. USA WEEKEND is part of the Gannett Co.

About Points of Light Foundation

The Points of Light Foundation, based in Washington, D.C., partners with more than 400 Volunteer Centers across the country to help mobilize millions of volunteers who are helping to solve serious social problems in thousands of communities. The foundation has gained a national reputation as America's Address for Volunteering. As President George W. Bush commented in a statement made in 2002, "The Points of Light Foundation embodies America's spirit of volunteerism and the goodwill of its citizens." Local volunteer opportunities are easy to find at www.1800VOLUNTEER.org or by calling 1-800-VOLUNTEER.

*The 2003 State of Corporate Citizenship survey conducted by the Center for Corporate Citizenship at Boston College and the Center for Corporate Citizenship at the U.S. Chamber of Commerce.