

## FOR IMMEDIATE RELEASE

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## **RECORD PARTICIPATION EXPECTED FOR MAKE A DIFFERENCE DAY 2004 — OCTOBER 23 Millions Across the Country to Volunteer**

McLean, VA (October 19, 2004) – More than 3 million Americans are expected to volunteer for Make A Difference Day on Saturday, Oct. 23. It is America's largest day of service. To date, more than 16 million people have volunteered on this annual "day of doing good," having a positive impact on 100 million people in thousands of communities across the country. Each year the impact continues to grow.

Make a Difference Day is sponsored by USA WEEKEND Magazine in partnership with the Points of Light Foundation. Actor and philanthropist Paul Newman is supporting Make A Difference Day for the 11th year. Newman will help select 10 volunteers to receive National Awards and share a total of \$100,000 with their charities.

Make A Difference Day's broadcast partner, The Early Show on CBS, has featured five segments encouraging Americans to volunteer. Weatherman Dave Price along with the anchors Harry Smith, Hannah Storm, Julie Chen, and René Syler are showing their support by contributing autographed items to an eBay charity auction. The proceeds will benefit needy children.

Thousands of projects are in the works by corporations, communities, nonprofits, entire states, and everyday Americans.

Below are a few examples. Please go to [makeadifferenceday.com](http://makeadifferenceday.com) for more project examples.

- Ebay and Celebrity Rags 4 Charity Riches will auction celebrity clothing and autographed items.
- The state of Ohio hopes to top last year's record of 90,000 Make A Difference Day volunteers. Among the businesses helping First Lady Hope Taft rally her fellow Buckeyes: The state's 650 McDonald's restaurants, which feature posters and tray liners urging participation.
- In Belvidere, Ill., four siblings will collect and deliver toys, books and toiletries to homeless shelters and pediatric wards around the city.
- In Las Vegas, Nikki Berti's Goodie Two Shoes Giveaway will distribute \$10,000 worth of shoes and backpacks to 500 needy children in the area.
- In Tuscon, bikers from Pantano Christian Church will paint several classrooms.

- In Rochester, N.Y., volunteers will make food baskets and deliver them to immobile and elderly residents in the community.
- In Davenport, Fla., volunteers will replant, repair and rebuild in the aftermath of the region's recent hurricanes.

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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](http://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](http://www.1800VOLUNTEER.org) or by calling 1-800-VOLUNTEER.