



This fall, the Entertainment Industry Foundation (EIF) will mobilize the entire entertainment community around a groundbreaking multi-year initiative designed to inspire a new era of service. EIF hopes the initiative, called “iParticipate,” will make service a part of who we are as Americans and show what we can achieve when we all pull together.

Unprecedented Week of Network Programming: As a centerpiece for this initiative, Hollywood's leading charity has enlisted the four major broadcast networks -- ABC, CBS, FOX and NBC -- for an unprecedented, week-long television event beginning October 19th. For the entire week, these and other networks will use our favorite TV shows to shine a spotlight on the power of service. More than 100 shows have agreed to participate and this number is growing. Imagine: for seven days straight, whether viewers tune-in to shows like *ABC's Extreme Makeover: Home Edition*, *NBC's 30 Rock*, *CBS's CSI: Miami* or *Fox's So You Think You Can Dance* – they will watch programs infused with inspirational volunteer messages.

Public Service Campaign: EIF has produced a series of public service announcements that highlight key areas where volunteers are needed most. The First Lady of the United States Michelle Obama and the wife of the Vice President of the United States Dr. Jill Biden appear in a PSA asking Americans to assist veterans and military families who need help. Several celebrities volunteered their support including: Blythe Danner, Morgan Freeman, Faith Hill, Matthew McConaughey, Gwyneth Paltrow, Simon Baker (CBS' *The Mentalist*), Emily Deschanel (FOX's *Bones*), Eva Longoria Parker (ABC's *Desperate Housewives*), Julia Louis-Dreyfus (CBS' *The New Adventures of Old Christine*), Masi Oka (NBC's *Heroes*), Michael Strahan (FOX's *Brothers*), Kate Walsh (ABC's *Private Practice*), and Rainn Wilson (NBC's *The Office*). EIF enlisted Jesse Dylan to create, direct and produce the PSAs. He was the creative force behind Bono's “Red” campaign and “One” and will.i.am's iconic “Yes, We Can” video.

iParticipate.org: As part of this groundbreaking effort, EIF will launch a dedicated website to make it easier than ever before for millions of Americans to find volunteer opportunities in their local communities. EIF's robust search engine, powered by allforgood.org, will help empower people to discover local volunteer opportunities, across five areas of service (listed above). Calendar of events, maps, digital tool kits and ready-made local recommendations for how people can get involved will also be incorporated. Using the power of social networking vehicles like Facebook, people can join the movement and recruit friends to spread the message.

EIF's Capacity Building Grants: In addition to generating heightened awareness about the value of community service, EIF has awarded capacity-building grants to The UCLA Foundation, CITY YEAR Los Angeles and ServiceNation. EIF's grant to UCLA helped bring about the first-ever, day-long volunteer event with more than 5,000 new UCLA students participating in service projects spread across Los Angeles on September 22, 2009. EIF's one million dollar grant to CITY YEAR Los Angeles will help significantly expand the number of corps members who help at-risk students stay in school. And EIF's support to ServiceNation will assist in increasing meaningful service opportunities through its 200-plus member groups and investing in problem-solving strategies in American society.

The rate at which Americans volunteer regularly has not increased in 40 years and has generally remained around 26% of the population, according to a survey conducted by the U.S. Bureau of Labor Statistics. While volunteerism usually declines during periods of economic distress, volunteerism is currently on the rise in America, particularly among young people, according to the Corporation for National and Community Service.