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BLYTHE DANNER AND GWYNETH PALTROW ASK AMERICANS TO VOLUNTEER FOR HEALTHIER LIFE IN NEW PUBLIC SERVICE ANNOUNCEMENT

PSA Developed With Support from UnitedHealthcare

**Part of a New Volunteer Initiative Called iParticipate
Led By the Entertainment Industry Foundation**

LOS ANGELES (Sept. 30, 2009) – Actresses and mother-daughter pair **Blythe Danner** and **Gwyneth Paltrow** appear in a new **Entertainment Industry Foundation** (EIF) public service announcement that celebrates the health benefits of volunteerism. The spot is one of a series of PSAs that all major broadcast networks – ABC, CBS, FOX and NBC – will launch this fall as part of the **EIF's iParticipate** national initiative to promote service and volunteering.

The 30 second spot features Danner and Paltrow as they each discuss the power of volunteering. “When we help each other, we all get healthier,” says Danner. “Doing good for others, doing positive actions always comes back around and enriches your life,” adds Paltrow in the PSA.

Produced by filmmaker **Jesse Dylan**, with his agency FreeForm, the PSA emphasizes that not only is service good for those who are being helped, but also for the volunteer. EIF developed the PSA with support from UnitedHealthcare, a business unit of UnitedHealth Group, which has teamed with the EIF's iParticipate campaign to reinforce the link between volunteering and good health. Studies demonstrate that those individuals who volunteer early in life experience greater functional ability and better health outcomes later in life.

“Our partnership with the Entertainment Industry Foundation is a major expansion of our work to champion the volunteer spirit and to help people live healthier lives.” says Thomas Paul, president, UnitedHealth Group Alliances. “Volunteering is a powerful force for improving our community and our personal health and well-being. At UnitedHealthcare, more than 70 percent of our employees volunteer to help others.”

EIF is mobilizing the entire entertainment community around the ground-breaking, multi-year iParticipate campaign, which promotes a new way of thinking about service and seeks to persuade millions more Americans to volunteer regularly. As a centerpiece, the major broadcast networks and others will spotlight service through scripted programming, segments and PSAs with inspirational messages and storylines about volunteerism. More than 60 shows have signed up to participate.





Other elements of EIF iParticipate initiative include:

- a dedicated website **iParticipate.org**, designed to make it easier than ever before for millions of Americans to find volunteer opportunities in their local communities across five key areas of service: Children and Education, Community Health and Wellness, Financial Security, Environmental Conservation, and Support for Veterans and Military Families. The Web site features calendars of events, maps, digital tool kits and uses the power of social networking vehicles like Facebook, making it simple for individuals not only to volunteer, but to recruit friends to join them;
- a series of celebrity-driven public service announcements that will reinforce the importance of volunteerism. Matthew McConaughey, Morgan Freeman and Faith Hill are among the performers featured in the PSAs.
- grants from the Entertainment Industry Foundation to key volunteer organizations to help build capacity to accept, train and deploy volunteers.

EIF recently launched iParticipate in the heart of New York's Times Square. New York City Mayor Michael R. Bloomberg and 15 mayors from around the country, numerous celebrities, including Ashton Kutcher, Tyler Perry, Tim Daly (ABC), Christine Baranski (CBS), Randy Jackson (FOX), and Michelle Trachtenberg (NBC), among others, and key service groups joined EIF to kick off the initiative.

The rate at which Americans volunteer regularly has not increased in 40 years and has generally remained around 26%, according to a survey conducted by the U.S. Bureau of Labor Statistics. Nearly half of all people who currently volunteer started because they were asked by someone they know.

About the Entertainment Industry Foundation

The Entertainment Industry Foundation, a 501(c)(3) organization, is the leading charitable organization of entertainment industry, and has distributed hundreds of millions of dollars to support programs addressing critical health, education and social issues. Visit www.eifoundation.org or www.iParticipate.org.

About UnitedHealth Group

UnitedHealth Group (www.unitedhealthgroup.com) is a diversified health and well-being company dedicated to making health care work better. Headquartered in Minneapolis, Minn., UnitedHealth Group offers a broad spectrum of products and services through six operating businesses: UnitedHealthcare, Ovations, AmeriChoice, OptumHealth, Ingenix, and Prescription Solutions. Through its family of businesses, UnitedHealth Group serves more than 70 million individuals nationwide.

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