



**STUDIOS, NETWORKS, TALENT AGENCIES AND GUILD EMPLOYEES
JOIN FORCES FOR A WEEK OF
VOLUNTEER ACTIVITIES IN LOS ANGELES**

**Timed with an Unprecedented Block of TV Programming
That Promotes Volunteerism Starting October 19**

**All Part of New Service Initiative Called iParticipate
Led By The Entertainment Industry Foundation**

LOS ANGELES (October 19, 2009) – Employees from entertainment companies, including studios, networks, talent agencies and guilds join forces and participate in a week of volunteer activities scheduled in Los Angeles starting Tuesday, October 20. This show of support celebrates a new industry-wide volunteer initiative, **iParticipate**, led by the Entertainment Industry Foundation (EIF).

iParticipate is a ground-breaking, multi-year campaign designed to motivate millions of Americans to volunteer regularly. As a centerpiece, beginning October 19, **ABC, CBS, FOX, NBC** and other broadcast networks will spotlight service on more than 90 shows through scripted programming, segments and PSAs during an unprecedented, week-long television event.

To coincide with the week of programming, hundreds of employees working at entertainment industry companies are answering the call to serve with organized volunteer projects throughout Los Angeles. Planned projects include:

Tuesday, October 20

Paramount Pictures, NBC Universal and United Talent Agency (UTA) will team up to make food packages for families at the Los Angeles Regional Food Bank.

Thursday, October 22

Warner Bros. Entertainment employees will be planting trees in Griffith Park, which was devastated by fires last year, in partnership with TreePeople.

WME Entertainment will volunteer at the Lowman Special Education Center with the Art of Elysium, a program that helps children battling serious medical conditions.

Fox Entertainment Group, International Creative Management (ICM) and Screen Actors Guild (SAG) will work side-by-side with CITY YEAR corps members to beautify Carthay Center Elementary School.

Friday October 23

Sony Pictures Entertainment, AEG and Paradigm will build homes for Habitat for Humanity at the first LEED certified housing development in the city of Lynwood.

Saturday, October 24

Disney | ABC Television Group and Creative Artists Agency (CAA) will assemble holiday care packages for military troops with Operation Gratitude at the Van Nuys National Guard Armory.

Other entertainment organizations who will volunteer this week include: **CBS, Directors Guild of America, Nickelodeon, Producers Guild of America and Writers Guild of America.**



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*).

Leading companies and organizations that have joined EIF and industry members in supporting iParticipate include AARP's Create The Good volunteer network (www.CreateTheGood.org), Medco Health Solutions and its "Give Health a Hand" program (www.GiveHealthAHand.org), Major League Baseball and its "Welcome Back Veterans" initiative (www.WelcomeBackVeterans.org), and UnitedHealthcare (www.unitedhealthgroup.com/main/SocialResponsibility.aspx). These organizations will engage their employees all over the country in grassroots service efforts.

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.

About the Entertainment Industry Foundation

The Entertainment Industry Foundation (EIF), 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.

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