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FOR IMMEDIATE RELEASE: April 2, 2015
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DE BLASIO ADMINISTRATION MARKS NATIONAL VOLUNTEER MONTH

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NEW YORK—Marking National Volunteer Month, the de Blasio administration today launched the city’s first Mayoral Service Recognition Program. The City also announced the release of a series of video and radio public service announcements, which highlight causes like hunger prevention and raise awareness about NYC Service volunteer opportunities across the five boroughs.

“New York City’s greatest strength is in our people, and this month we celebrate service across the five boroughs,” said **Mayor Bill de Blasio**. “From our new mayoral recognition program to a series of NYC Service PSAs, we aim to recognize volunteers for their contribution to our communities and inspire others to action. Democracies are rooted in civic engagement and I commend NYC Service for its efforts to mobilize and empower volunteers to tackle our greatest needs in every neighborhood. Together, we are a stronger city. I urge all New Yorkers to dedicate any time they can spare by connecting to volunteer opportunities at nyc.gov/service.”

“With a vision to inspire and empower all New Yorkers to volunteer and serve one another, we at NYC Service feel it is essential our City recognizes fellow New Yorkers who help address pressing needs in our neighborhoods and empower others to do the same,” said **NYC Chief Service Officer Paula Gavin**. “Our city thrives when we work together to strengthen our communities and our city’s volunteers should know they are essential to our success.”

The Recognition Program launched today will promote service across the five boroughs by recognizing youth, adults, and businesses in the city who have made a significant volunteer impact on their communities. The program aims to deepen engagement and boost volunteerism in the city.

The video PSA, produced in partnership with BRIC, will air on Taxi TV, as well as NYC Media channels, which include NYC Life and NYC Gov. Starring in the video PSA are NYC Service volunteers, and First Lady Chirlane McCray, who actively gives her time to support needs across the city. Two targeted radio PSAs will also run on iHeartMedia stations, calling on New Yorkers to find service opportunities at nyc.gov/service. One of the radio PSAs encourages New Yorkers to volunteer to support the city’s youth by tutoring middle schoolers and mentoring high school students. Another radio PSA shines a light on persisting hunger and invites New Yorkers to volunteer to help others access public nutrition benefits.

[Watch and listen](#) to the NYC Service PSAs [here](#).

“At New York Cares, we see on a daily basis just how much caring New Yorkers can accomplish in addressing the city’s most pressing community needs through volunteering,” said **Gary Bagley, Executive Director of New York Cares**. “Whether it’s feeding the hungry and homeless, visiting seniors, tutoring students from public schools or helping families with their income tax returns, there is no limit to the good *and* goodwill that volunteers can spread by donating their time and talents to those less fortunate. Through our ever expanding partnership with NYC Service, we hope to encourage more New Yorkers every year to join the ranks of volunteers, who are committed to making this city a better place for all.”

In addition to promoting volunteerism throughout the city and recognizing volunteers for their service and impact, NYC Service’s NYC Civic Corps Program, a federally-funded AmeriCorps program operating since 2009, supports approximately 50,000 volunteers each year through volunteer capacity building at City agencies and community-based organizations.

“With tight resources and a growing demand for our services, a robust and effective volunteer initiative is critically important,” said **Stephen Tosh, Executive Director/CEO of The Boys Club of New York**. “Working closely with our partner NYC Service and its top quality NYC Civic Corps Members over the last four years has allowed the Boys Club to develop and sustain a strong, growing, and sustainable volunteer program.”

"Volunteers play a tremendous role in New York City because it is the dedication of individuals who offer help to those in need who keep our city thriving," said **Jordan Mangual, NYC Service Civic Corps Member at the Harlem Educational Activities Fund (HEAF)**. “As a member of the NYC Civic Corps, every day I am grateful to be able to offer my services to increase volunteerism and civic engagement.”

“My definition of volunteering is doing what you are passionate about to affect someone's life for the better,” said **Monica Soto, Volunteer Fitness Instructor at Shape Up NYC**, an NYC Service initiative in partnership with the NYC Department of Parks & Recreation.

About NYC Service

NYC Service promotes volunteerism, engages New Yorkers in service, builds volunteer capacity, and mobilizes the power of volunteers to impact New York City’s greatest needs. Launched in April 2009 in response to President Obama’s national call for volunteerism, NYC Service focuses on 12 strategic programs and 20 volunteer impact initiatives that expand outreach to individuals, government, organizations and corporations to help all New Yorkers volunteer. Learn more and search for service opportunities by skill, borough and interest at nyc.gov/service.

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