



**If the media arrive, please contact  
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## **TALKING POINTS – MLK DAY OF SERVICE & PRESIDENTIAL INAUGURATION 2009**

### **SINGLE OVERRIDING COMMUNICATION MESSAGE**

Service is the solution to our nation's most pressing challenges and Metro Volunteers is ready to mobilize the Denver community in critical service activities.

### **KEY MESSAGES**

As thousands of Denver citizens respond to President-Elect Obama's call to service, is the local resource for individuals to find, connect, and serve our community and "Renew America's Promise." In the next two days, Metro Volunteers will build momentum for the service movement by: engaging over 400 volunteers in MLK Day service projects, celebrating Denver's NEW Service Movement, and connecting new volunteers to service opportunities.

### **MLK DAY OF SERVICE**

- The MLK Day of Service provides an opportunity to translate Dr. King's legacy into community service, leading to real change in areas needed most.
- This year, the MLK Day of Service carries even greater meaning as President elect Obama strives to renew a sense volunteerism and calls upon Americans to be men and women for others and serve their neighbors and communities.
- The participation of individuals in MLK Day of Service is an important first step in "renewing America together," as President-Elect Obama called on all Americans to do.
- Metro Volunteers is teaming up with Kaiser Permanente to engage over 400 employee volunteers in service projects that include:
  - Providing 1,000 uninsured individuals with medical services (PAP Tests, Immunizations, Cholesterol screenings, Physical check-ups, Mammograms, etc.);
  - Painting and refurbishing MLK Early College
  - Overseeing educational activities at the Denver Broncos Boys and Girls Club

### **THE SERVICE MOVEMENT**

- **THE SERVE AMERICA ACT:** On Sept. 12, 2008, Senators Ted Kennedy (D-MA) and Orrin Hatch (R-UT) introduced the landmark Serve America Act. The legislation will ask 175,000 more Americans to give a year of service to address specific national challenges, thereby expanding the number of national service participants to 250,000.
- **MTV AND SERVICENATION BE THE CHANGE INAUGURAL YOUTH BALL:** MTV will broadcast live from the official Inaugural Youth Ball. The ball will celebrate the large youth voter turnout in November and their continued community involvement. The incoming president will also offer live

remarks from the ball, while simultaneous events, celebrating service, in New Orleans and Kenya will be broadcast across the world.

- **OBAMA’S CALL TO SERVICE & USASERVICE.ORG:** President-elect Obama believes that we, as Americans, have a responsibility to help our communities and fellow citizens. In summoning a new spirit of service, he is calling upon Americans to make an enduring commitment to service by helping our neighborhoods. Obama launched USAService.org, so that Americans can learn about service opportunities and “Renew America Together.”
- **THE DECLARATION OF SERVICE:** Metro Volunteers is collecting online signatures on The Declaration of Service. Each person that signs The Declaration makes a commitment to “do their part in meeting the challenges of our time by sharing their time, talents and service to make Denver a healthier, more vibrant community.”
- **BE THE CHANGE INAUGURAL BASH:** Metro Volunteers is hosting the Be the Change Inaugural Bash to celebrate and build momentum for Denver’s Service Movement.

## **METRO VOLUNTEERS**

- Metro Volunteers is challenging the Denver community to respond to President-Elect Obama’s call to service by engaging them in the service movement.
- At a time when our country faces many challenges, Metro Volunteers is poised to mobilize the community in service, as it is a solution in solving our country’s most pressing challenges.
- Metro Volunteers is pleased to partner with businesses, like Kaiser Permanente, to engage their employees in volunteer service; these partnerships lead to lasting positive impact on our community.
- Metro Volunteers is a 501(c)3 nonprofit organization that helps individuals, families, and corporate and community groups find volunteer opportunities at diverse service organizations throughout the metro Denver area.
- The mission of Metro Volunteers is to mobilize and cultivate volunteers as a vital force in our community.