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\*\*\* MEDIA ADVISORY\*\*\*

October 26, 2007

**PUBLIC ALLIES' YOUNG LEADERS CLIMB LADDERS SO  
YOUR GRANDMOTHER DOESN'T HAVE TO!  
MAKE A DIFFERENCE DAY ON SATURDAY, OCTOBER 27**

When: Saturday, October 27, 9 AM to 4 PM

Where: Through out the city  
Meeting at People Working Cooperatively, 4612 Paddock Rd. 45229  
9 am. and 12:30 p.m.

What:

- Public Allies – Cincinnati, a program of BRIDGES for a Just Community, is partnering with People Working Cooperatively to organize Make a Difference Day event on Saturday, October 27.
- Young diverse leaders will be providing critical home maintenance and repairs to low-income, elderly and disabled homeowners.
- By combining service and training components, Public Allies will impact the community through direct volunteer service, while educating participants about economic disparities in our community.

Who:

- Danae Riggs, program director, Public Allies
- More than 27 Public Allies young leaders
- 10+ residents receiving assistance

**Make A Difference Day Background:** Ohio's First Lady Frances Strickland and The Ohio State University Head Football Coach Jim Tressel are co-chairing this year's efforts in Ohio. According to Mrs. Strickland, "Volunteerism makes a community a better place because people help one another with no thought of reward or personal gain. It provides us all with an opportunity to do something greater than ourselves."

Founded by USA Weekend Magazine and the Points of Light Foundation, Make A Difference Day is the largest national day of helping others. The 17th annual Make A Difference Day will be held across the United States, in Ohio, and in our neighborhood on Saturday, October 27, 2007.

Make A Difference Day Ohio uses locally designed projects to mobilize volunteers to make a difference in their communities. AEP, Grange Insurance, Mills James Productions, and Time

Warner are the premiere sponsors for MDDO. Last year, more than 2.69 million Ohio residents volunteered, providing 338 million hours of service valued at \$6.2 billion according to a new federal report released as part of National Volunteer Week, making Ohio the National Service Leader for the 7<sup>th</sup> consecutive year.

### ***About Public Allies***

Public Allies Cincinnati, a program of BRIDGES for a Just Community, is a leadership development organization created to prepare a new generation of leaders for careers in public life. Public Allies seeks to tap into the often overlooked and tragically undervalued voice of diverse young adults who have traditionally not had access to many of the more conventional leadership opportunities. Founded in 1992 in Washington D.C., Public Allies is operating in 15 cities today. Public Allies became one of the first and most often lauded models for AmeriCorps programs and continues to be funded by AmeriCorps. For more information, call Public Allies Cincinnati at 513-559-1300 or visit online at [www.publicallies.org/cincinnati](http://www.publicallies.org/cincinnati).

### ***About BRIDGES for a Just Community, Inc.***

BRIDGES for a Just Community brings people together to achieve inclusion, equity and justice for all who live and work in the Greater Cincinnati community. As the region's leading human relations organization, BRIDGES' vision is to create a respectful, equitable and welcoming community for all citizens through education, advocacy and dialogue. Formerly the National Conference for Community and Justice (NCCJ) of Greater Cincinnati, BRIDGES for a Just Community has served the region since 1944. For more information, call BRIDGES at 513-381-4660 or visit online at [www.bridgescincinnati.org](http://www.bridgescincinnati.org).

### ***About People Working Cooperatively***

Founded in 1975, People Working Cooperatively (PWC) is a non-profit organization that provides critical home repair, weatherization, and maintenance services for very low-income homeowners in Southwestern Ohio and Northern Kentucky.

PWC provides more than 10,000 services annually to very low-income elderly, disabled, and other homeowners who find themselves in crisis situations that affect their ability to care for their homes. PWC's services are critical, not cosmetic - like building a ramp for someone who is confined to a wheelchair, replacing a furnace when there is no heat, or replacing plumbing when there is no running water. When possible, PWC helps their clients to become more self-sufficient in the care of their home.

PWC's services are provided by licensed, trained professionals who treat clients with the respect they deserve. PWC's dedicated corps of 4,000-plus volunteers provide low-income elderly and disabled clients with free home maintenance, helping with the small jobs that are simple, but difficult for someone who is older or in need of assistance.

In 30 years, PWC has helped over 170,000 individuals stay safely in their home, in their community, where they desperately want to be. PWC not only helps the client, but the entire community, remain vital, stable, and secure. For more information about PWC's programs and to see if you or a friend qualify, visit [www.pwchomerepairs.org](http://www.pwchomerepairs.org).

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