



Volunteer Center of Cedar Valley

FOR IMMEDIATE RELEASE
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Jon Bon Jovi Takes United We Serve on Tour

Washington, DC – Jon Bon Jovi, in collaboration with the Corporation for National and Community Service, will be the first artist to take President Obama's United We Serve initiative to a mass audience by bringing the message of service out on the road and engaging millions of fans on the band's "The Circle World Tour."

"Just as Jon Bon Jovi's music moves millions around the world, his dedication to service will inspire even more to make a difference in their own communities," said Patrick Corvington, the Corporation's Chief Executive Officer. "This partnership is an amazing opportunity to encourage people from every corner of this country to take action and do their part to help those in need."

Bon Jovi, a longtime service advocate and philanthropist, calls on Americans in the concert video and PSA to use their energy and passion to help tackle our nation's challenges. As an individual who focuses his efforts on issues surrounding homelessness, Bon Jovi's highlights what he calls the "power of we." The video and PSA intersperse music from some of Bon Jovi's hit songs with a direct call to service. "The reality is – we're all in this together. It's time for you to raise your hand, go to Serve.gov and get involved in something you believe in."

This is the first-ever collaboration of this scale and magnitude between the Corporation, the federal agency that leads the nation's service sector, and a musical artist. The video and PSA featuring Bon Jovi are part of the Corporation's broader campaign to encourage more Americans to volunteer through the United We Serve initiative. At the Corporation's 2009 National Conference on Volunteering and Service, Bon Jovi and First Lady Michelle Obama launched the initiative with the Entertainment Industry Foundation before the largest gathering of volunteer and service leaders from nonprofit, government and corporate sectors.

The Volunteer Center of Cedar Valley actively supports United We Serve and works to promote and support effective volunteerism; to serve as the resource and coordination center for volunteers and a catalyst in building coalitions and community partnerships.

To secure volunteer opportunities call the Volunteer Center of Cedar Valley at 272-2087. Volunteer opportunities may also be accessed at www.vccv.org or 1-800-Volunteer.org.

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