

# **SERVE 60™**

## **MEDIA ALERT**

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### **REQUEST FOR COVERAGE**

#### **NATIONAL VOLUNTEER INITIATIVE, SERVE 60™, PARTNERS WITH THE VOLUNTEER CENTER OF GREATER MILWAUKEE AND LOCAL ROCK MUSICIAN, ESH, TO “MAKE A DIFFERENCE” DURING DAYLIGHT SAVING TIME WEEKEND---SATURDAY, NOVEMBER 3**

SERVE 60™, The Volunteer Center of Greater Milwaukee and local alternative rock singer, Esh, have joined forces to “Make a Difference” during Daylight Saving Time weekend. Volunteers from both organizations along with rock singer, Esh, will spend Saturday morning November 3rd volunteering throughout Milwaukee neighborhoods. The volunteers will meet at Washington Park Senior Center (4420 W. Vliet Street) at 8am for a kick off rally with free coffee and light breakfast snacks followed by volunteering activities throughout the day. Over 1000 volunteers will be raking leaves and preparing the homes of older adults in Milwaukee, WI for the upcoming winter months.

Volunteers are being asked to donate their extra hour from Daylight Saving Time weekend to give back to the community. If you would like to get involved, join their efforts and give back your extra hour this weekend, please contact the offices of SERVE 60™ for more information. You can either visit the website at [www.serve60.com](http://www.serve60.com) call them at (414) 389-9906 or go directly to the SERVE 60™ facebook page, "Like" their page and write on their wall, "I want to SERVE 60 with Esh".

#### **ABOUT:**

**SERVE 60™** is a national grassroots initiative designed to increase service and volunteerism in America for at least 60 minutes at a time anytime throughout the year but especially during Daylight Saving Time Weekends when we ask all Americans to donate the 60 minutes lost or gained to a nonprofit or the community. The SERVE 60™ website connects those who want to serve with those in need of volunteers. The website offers a searchable database of volunteer opportunities throughout the country by typing in your local zip code. For more information about SERVE 60™ or to learn how you can become a part of the one hour volunteer movement, please visit their website at [www.serve60.com](http://www.serve60.com)