



FOR IMMEDIATE RELEASE

MEDIA CONTACT INFO:

Alison Simard | **LA Civil Rights Department** | 213-718-2979 | LACivilRightsPress@lacity.org

Lisa Vega | **YMCA-LA** | 213-247-3075 | lisa@lisavegagroup.com

Mimi Teller | **Red Cross** | mimi.teller2@redcross.org

"Together in Service" Ambassadors Launch Massive Volunteer Initiative: Individuals, Non-Profit Organizations, and Public Agencies are Invited to Pledge Volunteer Hours to Honor MLK's Legacy and Foster Unity Through Volunteerism

L.A. Memorial Coliseum, Los Angeles, CA - April 21, 2024 – As kick off for YMCA of Metropolitan Los Angeles' Healthy Kids Day and the eve of Earth Day – two of L.A.'s largest volunteer events – L.A. community leaders announced the launch of "Together in Service," a historic volunteer movement dedicated to Dr. Martin Luther King, Jr.

In honor of Dr. King's birthday in 2029 and his enduring legacy of service, "Together in Service" will work toward reaching the five-year aspirational goal of 25 million recorded volunteer service hours across the region. **The initiative invites community members, non-profit organizations, and City agencies to pledge to volunteer in year-round social justice projects** focused on health, environment, and empowerment in the most impacted areas of L.A. County and beyond.

A 2021 survey conducted by AmeriCorps and the U.S. Census Bureau found that more than 1.5 million people in the Los Angeles Metro area volunteered, contributing an estimated \$2.4 billion in economic value. The "Together in Service" initiative builds on this existing momentum by leveraging the collective power of community organizations and broadcasting a call to action for volunteers to lend their time, efforts, and hands to truly fulfill Dr. King's vision of a "beloved community."

"The Together in Service initiative invites every Angeleno to contribute to the common good and express the very best of themselves through volunteering and being of service. This initiative gives us a tremendous opportunity to lead a meaningful, unified movement of service to others," said **Victor Dominguez**, President and CEO of **YMCA of Metropolitan Los Angeles**. "By elevating the spirit of volunteerism to new levels, we can positively impact the well-being of communities across L.A. County. We invite all of L.A. to join in this movement that aims to transform our great city for years to come."

"We are honored and thrilled to be a part of the 'Together in Service' initiative, reaffirming our commitment to empowering communities through volunteerism," said **Joanne Nowlin**, Chief Executive Officer for the **American Red Cross Los Angeles Region**. "With 90% of our workforce comprised of volunteers, we understand first-hand the transformative impact volunteers can have on people's lives. I encourage all Angelenos to make a difference in their local communities by volunteering, where even the smallest act can create lasting change."

"At the LA Civil Rights Department, as part of our dedication to equity, we support the Together in Service goal of unity by holding year-round social justice projects focused on health, environment, and empowerment," said **Capri Maddox**, **Executive Director of the LA Civil Rights Department**. "We know that it takes dedicated volunteers to affect meaningful change, and we are excited for this initiative's goal to accomplish significant impact."

As we gather for Healthy Kids Day on April 21st, the LA Regional Food Bank reaffirms our commitment to community well-being," said **Michael Flood**, President and CEO of the **Los Angeles Regional Food Bank**. "Join us in this collective effort towards a healthier, more vibrant Los Angeles."

"Together in Service" brings together a diverse coalition of volunteers, community members, agencies, and organizations to bring about positive community change with monthly opportunities for Angelenos to make a difference.

Participating organizations include:

- YMCA of Metropolitan Los Angeles
- Los Angeles Civil Rights Department
- Los Angeles Regional Food Bank
- American Red Cross Los Angeles Region
- Center for Nonprofit Management
- Central City Neighborhood Partners
- Community Build
- Proyecto Pastoral at Dolores Mission
- SELA Collaborative
- Students Run LA

To learn more about "Together in Service" and sign up for information about upcoming projects, visit: <https://www.yocala.org/togetherinservice>

ABOUT TOGETHER IN SERVICE The "Together in Service" initiative is a collaborative effort aimed at honoring Martin Luther King Jr.'s legacy through collective volunteerism. With a focus on social justice projects, the initiative seeks to address systemic inequities and create positive change in communities throughout Los Angeles County. Through the dedication of volunteers and partnerships with local organizations, "Together in Service" aims to achieve 25 million volunteer hours by 2029, fostering unity and empowerment for all.

###