

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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BECKLEY BUSINESSES INVITED TO EXPLORE CORPORATE VOLUNTEERISM WITH FIRST LADY

Beckley, W.Va. – Businesses, organizations and individuals in Huntington have an opportunity to gain insight on the importance of using volunteerism as a key business strategy on Tuesday.

Who: West Virginia Business Volunteer Council, a program of Volunteer West Virginia, the state's Commission for National and Community Service
Keynote: First Lady Gayle Manchin

What: The Beckley Business Volunteerism Luncheon

When: **Tuesday, October 27, 2009 – 11:30 a.m. to 1 p.m.**

- **Introductions and Local Examples – 11 a.m. to 12 p.m.**
- **Keynote address - 12:30 p.m.**

Where: Beckley Armory

Why?: Marketing research has shown the public image benefits of volunteerism are priceless for business. Communities thrive when every sector – government, private, and non-profit – does its part, making communities better places to live, work, and do business. First Lady Gayle Manchin, along with state and local representatives, will address the importance of corporate community involvement as a means of moving West Virginia's communities forward.

The West Virginia Business Volunteer Council (BVC) is a statewide initiative open to all private sector businesses, labor organizations, and business and professional associations. The BVC is the way for the private sector to join government and non-profits in building a better West Virginia through volunteer service. The BVC is a primary resource for encouraging, educating, and connecting businesses that support employee volunteer programs as a business strategy.

The BVC is a program of Volunteer West Virginia, the state's Commission for National and Community Service, which provides critical administrative resources, guidance and support for volunteerism and service efforts statewide. To learn more about the West Virginia Business Volunteer Council, visit volunteerwv.org.

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