



NEWS

Northern New Jersey Business Volunteer Council

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FOR IMMEDIATE RELEASE

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New Members Welcome at Upcoming Business Volunteer Council Meeting

North Jersey: The next meeting of the Northern New Jersey Business Volunteer Council (BVC) will be Wednesday, April 21, 2010, from 8:30 to 10:00 am, at the headquarters of United Water, 200 Old Hook Road in Harrington Park. Call (201) 489-9454 Ext. 119 to reserve a space at this free presentation. Directions and special parking instructions will be given at time of registration.

The BVC is a coalition of 31 companies whose mission is to provide leadership in meeting community needs by mobilizing employee volunteers. More and more, companies and consumers are becoming conscious of their carbon footprint and the impact that they have on the environment. Being seen as environmentally friendly is often good for a company's bottom line.

In observance of the 40th anniversary of Earth Day, the April meeting of the BVC will be addressed by Capt. Bill Sheehan and Lisa Ryan of Hackensack River Keeper, who will discuss how corporate volunteers can get involved with such green projects as river or lake clean-ups; tree and spring plantings; grounds clean ups at nature centers and more.

Corporate community service has become a critical element in affecting a company's bottom line. Employees, investors, consumers and the public in general are placing more emphasis on how a company demonstrates ethical business practices, safety of products, treatment of employees, and commitment to improving community conditions, and they are offering their loyalty and dollars to those companies who do make a difference. The successful companies will be those who can communicate their commitment to community service and effectively engage their employees in projects that will have significant impact on the communities where they live and work.

The BVC provides members with the tools necessary to succeed in community involvement, thereby positioning them as community leaders and good corporate citizens. Membership in the BVC provides turnkey, easy to implement projects; networking with other community involvement professionals; the opportunity to share best practices in community involvement with other members; and information on a wide variety of options for corporate involvement including local and national initiatives, group volunteer projects, and calls to action for critical, emergency needs.

Founded in 2000, the BVC gives more than 35,000 employee volunteers the opportunity to impact the lives of low-income children and families by addressing the issues of literacy, hunger and education and the needs of foster children. In ten years, the BVC has raised and distributed over \$1 million in resources to families in need.

The Northern New Jersey Business Volunteer Council, sponsored by the Volunteer Center of Bergen County, welcomes new members and encourages interested companies to attend this April 21st meeting. Attendance at the meeting is free, but pre-registration is required. To reserve a space, contact Tess Tomasi, ttomasi@bergenvolunteers.org, or call (201) 489-9454, Ext 119. To learn more about the BVC, visit www.nnjbvc.org.

Founded by the Junior League in 1966, the Volunteer Center of Bergen County strengthens the community by connecting people with opportunities to serve, operating model volunteer programs, building capacity for effective volunteering, and participating in strategic partnerships that meet community needs.

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