

NLIS
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Who Cares? New Campaign Celebrates the Volunteer and Non-Profit Sector

Who cares? The volunteer and non-profit sector cares. So does the Honourable Dave Denine, Minister Responsible for the Volunteer and Non-Profit Sector, who today launched a marketing campaign – *Who Cares?* – to celebrate the province’s volunteer and non-profit sector and acknowledge the volunteers and organizations that are making a difference in communities throughout Newfoundland and Labrador every day.

“Each and every day, volunteers and non-profit organizations are doing valuable and important work in our communities,” said Minister Denine. “That is why it is important to highlight and celebrate the sector through initiatives like the *Who Cares?* campaign. The campaign is designed to instill a sense of pride among those involved in volunteerism and compel others to view the sector in a new light, inspiring them to come onboard.”

The *Who Cares?* campaign tells the story of the volunteer sector by highlighting the essential role it plays in strengthening communities, as well as profiling individuals who improve the quality of life for others through their volunteer efforts.

The creative concept for *Who Cares?* is intended to grab attention and make residents think about who really cares. Whether an individual spends an hour helping out or a lifetime making a difference, the bottom line is everyone can have an impact. The concept and imagery of the campaign show the impact of volunteering, reinforce the importance of the volunteer sector and are designed to motivate people to act – either to volunteer themselves or to thank someone who does.

“The *Who Cares?* campaign will encourage Newfoundlanders and Labradorians to take a closer look at the volunteer and non-profit sector, which touches all aspects of our lives,” said Minister Denine. “The hard work of our volunteers is often over-looked and underappreciated. We applaud everyone in the sector and give them the million thanks that they deserve. I encourage all residents of the province to thank someone they know who is making a difference.”

The *Who Cares?* website, www.whocaresNL.ca, offers people the opportunity to thank someone who they think has had an impact on their community by saying, “thanks a million.” People can pledge their thanks, post a video or thank an individual who has made a difference. The website will also feature the television advertisements and profiles of volunteers from across the province. The campaign will also include TV, print and digital ads, and profiles of outstanding volunteers in community newspapers. Minister Denine will be travelling around the province to promote the volunteer and non-profit sector at various events and share the story of Newfoundland and Labrador’s volunteers and non-profit organizations.

There are 197,000 volunteers in the province, who give 35 million hours of their time, talent and energy every year to their communities or non-profit organizations. The volunteer and non-profit sector employs almost 23,000 people in Newfoundland and Labrador.

As part of launch activities, Minister Denine is attending festivals throughout the province. Events currently scheduled are:

- Garnish Bakeapple Festival: Official Opening, August 9, 5:00 p.m., Community Centre, Sunset Road, Garnish
- Brigus Blueberry Festival: Opening Ceremony, August 13, 7:30 p.m., Water Street, Brigus.
- St. Jacques South Coast Arts Festival: Festival activities, August 14, 2:00 p.m., Main Field, St. Jacques.
- Hermitage Come Home Year: Opening Ceremony, August 15, 6:30 p.m., Lions Community Centre, Main Road (between Hermitage and Sandyville).

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