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Contact: Susan Smith, 216-391-9500 x.115
ssmith@greaterclevelandvolunteers.org

“RSVP OF GREATER CLEVELAND” RE-INVIGORATES ITSELF AS “GREATER CLEVELAND VOLUNTEERS” *Name Change Reflects Broadening of Volunteer Base*

(Cleveland, OH) On August 5, the venerable *RSVP of Greater Cleveland* positioned itself for the 21st-century by renaming itself *Greater Cleveland Volunteers*. The new name reflects the 37-year-old organization’s commitment to a much broader volunteer corps within its strategic vision to serve all Greater Cleveland.

Originally focused on finding older adult volunteers to serve not-for-profit organizations, Greater Cleveland Volunteers now serves those age 18 years and older. Greater Cleveland Volunteers engages and supports 3,000 volunteers who give over 400,000 hours of service each year, a contribution valued at over 8 million dollars

By broadening its volunteer base to include those 18 years and older, Greater Cleveland Volunteers is certain it will strengthen its support of Cleveland’s nonprofit organizations. To support its rebranding, Greater Cleveland Volunteer has rolled out a new logo and unveiled a new 2.0 website, www.greaterclevelandvolunteers.org.

“These changes were made in response to the increased requests from our nonprofit partner organizations for us to find them more volunteers and the desire of many younger volunteers to be part of our organization,” said Joy Banish, Executive Director of Greater Cleveland Volunteers. “Our new name, Greater Cleveland Volunteers, will eliminate the misconception that we only serve older adults.”

Though it is committed to actively recruiting younger volunteers and board members, the organization will continue to support a myriad of area schools, hospitals, social service agencies, parks, theaters, museums, and community events. The organization will also continue to host the Cleveland chapter of the national Retired and Senior Volunteer Program and staff its highly successful Experience Corps program, a one-on-one literacy tutoring program encouraging young students in the Cleveland Municipal School District. The organization’s offices will remain at 4614 Prospect Avenue #205, Cleveland, Ohio 44103; its current telephone number, 216-391-9500, also is unchanged.

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“We are absolutely focused on assisting volunteers in finding the right opportunity to serve based on their interests, skills, and availability. Ongoing support is provided to volunteers to assure that they have a rewarding experience and to recognize their service to our community.” said Banish, noting that Greater Cleveland Volunteers recently participated in the MedWorks free medical clinic by coordinating 300 non-medical volunteers who assisted patients and medical professionals.

“Bottom line: our mission is to improve lives and strengthen the Greater Cleveland Community through volunteerism and service,” stressed Georgia Anetzberger, Greater Cleveland Volunteers Board President. “In a time of increasing needs and decreasing resources, volunteer services are more important than ever. Greater Cleveland needs volunteers.”

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