



young leadership council

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FOR IMMEDIATE RELEASE

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******MEDIA ALERT*****

Young Leadership Council Hosts First Serve Fest

- WHO:** The Young Leadership Council (YLC)
- WHAT:** Businesses in the Greater New Orleans area will gather around New Orleans for Serve Fest, the first corporate service day hosted by the Young Leadership Council (YLC).
- WHEN:** **Saturday, September 29, 2012**
9 AM – NOON
- WHERE:** **Harmony Oaks Community Center – RECreate Project**
2514 Washington Ave.
New Orleans, LA 70115
Anticipated number of volunteers: 8
- Kerry Curley Playground**
4800 Camelot Dr.
New Orleans, LA 70127
Anticipated number of volunteers: 29
- WHY:** YLC, a nonprofit organization dedicated to community projects throughout New Orleans, has provided opportunities for young professionals to serve the community for more than 25 years. For the first time, YLC will host a day for corporations to take part in service projects. On September 28th, participating businesses in Serve Fest will join YLC in their various service-projects throughout the city, including YLC Kicks, RECreate and Green It.
- Serve Fest will kick off the Super Service Challenge hosted by Companies With A Mission (CWAM) inspiring a culture of service and spirituality in the workplace. For more opportunities on how your business or nonprofit can get involved, visit <http://www.cwam.com>.

Participating businesses in Serve Fest include: Jones Walker, Downtown Development District, Ernst & Young, Kean Miller, LLP, Baldwin Haspel, Iberia Bank, Wegmann Dazet, Landis Construction, Deveney Communications, LaPorte, Deloitte, Second Harvest, Bourgeois Bennett, and Postlethwaite & Netterville.

HOW: For more information on the YLC, please visit <http://www.ylcnola.org>, call 504.585.1500 or visit <http://www.facebook.com/YoungLeadershipCouncil>.

About the Young Leadership Council

The Young Leadership Council is a non-profit, non-partisan civic organization created to develop leadership through community projects. Through volunteer-created community projects, the YLC recruits and retains young professionals to New Orleans, creating a positive impact on the quality of life in the region. The oldest, independent YPO (young professionals' organization) in the country, the YLC has raised more than \$25 million to support community projects in and around the New Orleans area since 1986.

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