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*For Immediate Release*

## **SERVICENATION AND FACEBOOK ANNOUNCE PARTNERSHIP**

August 14, 2008 (New York, NY) – ServiceNation, a diverse new coalition of more than 100 organizations dedicated to expanding voluntary community and national service opportunities, today announced that it has selected Facebook as its lead social media partner.

The partnership with Facebook will support ServiceNation’s effort to build a national, grassroots movement of Americans who volunteer, share service experiences, and build community around the idea that citizen service can help transform our democracy. ServiceNation aims to elevate the ideal of voluntary service as a core element of citizenship, and the coalition is targeting specific social problems with proven service strategies (<http://www.servicenation.org>).

Facebook will support ServiceNation and the upcoming ServiceNation Summit with a number of key resources, including technical expertise and advertising. Facebook will help ServiceNation build its presence on Facebook, create awareness and community through the use of Facebook’s tools, and engage Facebook users in a number of critical ServiceNation campaign initiatives.

“Facebook is already a place where people are acting on their interests and ideals, connecting with each other and sharing information that can lead to meaningful change,” said Elliot Schrage, Vice President, Global Communications and Public Policy, Facebook. “Through this partnership with ServiceNation we can be part of an historic effort to inspire Americans to act together to get more directly involved in and connected to their real-life communities.”

“Facebook has itself made history by helping millions across the world to come together by connecting and communicating in an easy to use, state-of-the-art online environment,” said Michael Brown, CEO of City Year, one of four organizations (along with Be the Change, Inc., Civic Enterprises, and Points Of

Light Institute) that did the initial work to lead non-profit organizers of the ServiceNation coalition together. “Using Facebook’s highly-regarded organizing tools, we hope to channel the idealism and energy of our citizens into real-world action that can promote the ideal of voluntary service.”

The ServiceNation campaign will kick-off with a September 11th Presidential Candidates Forum on citizenship and service, featuring Sen. John McCain (Sen. Obama has also been invited) and moderated by TIME Magazine Managing Editor Richard Stengel. The second day of the ServiceNation Summit will include distinguished leaders from American business, government, and leading non-profit institutions including New York Governor David Paterson, New York City Mayor Michael Bloomberg, Caroline Kennedy, Alma Powell of America's Promise Alliance, Vartan Gregorian of the Carnegie Corporation of New York, Bill Novelli, CEO of AARP, and Laysha Ward, President, Community Relations and Target Foundation.

The Summit is convened and underwritten by a grant from Carnegie Corporation, and presented by TIME, AARP and Target. The keynote address will be delivered by California Governor Arnold Schwarzenegger, who earlier this year became the first governor to create a cabinet post dedicated to service and volunteering.

The ultimate vision of ServiceNation is an America in which, by 2020, 100 million citizens will volunteer time in schools, workplaces, and faith-based and community institutions each and every year (up from 61 million today), and that increasing numbers of Americans annually will commit a year of their lives to national service.

To that end, the Summit will endorse a Declaration of Service that all Americans will be able to sign—in person or online—to declare their support for the idea that citizen service can strengthen our communities, unite and engage Americans in shared sacrifice, and help build a better future. And two weeks after the Summit, on Sept. 27, ServiceNation will stage a national Day of Action where tens of thousands of Americans will gather at hundreds of events across the country to celebrate the power and potential of citizen service. ServiceNation will use Facebook as a key tool to organize and drive both these initiatives.

ServiceNation's bipartisan Summit Leadership Council includes mayors, governors, former senators and leaders from every sector of American society (full list is available at <http://tinyurl.com/617vju>). Major supporters of ServiceNation, in addition to AARP, Carnegie Corporation of New York, Target, and TIME, include the Peter G. Peterson Foundation, The Home Depot Foundation, Bank of America, Case Foundation, Charina Endowment Fund, and James J. Jensen, the Laurie M. Tisch Illumination Fund, and Goldman Sachs.

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NOTE TO THE MEDIA: To request media credentials for the Presidential Forum and the Summit on September 11 & 12, 2008, please contact Rubenstein Communications, Inc. at [servicenation@rubenstein.com](mailto:servicenation@rubenstein.com).