

Lifting Up Communities on the National Day of Service

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As the nation honors the life and legacy of Dr. Martin Luther King Jr. through the National Day of Service yesterday, organizations are activating their workforce to combat systemic inequities and build more resilient communities. While the country navigates the impacts of the Omicron variant on its healthcare system and supply chains, the importance of supporting one another, especially the most vulnerable populations, is more important than ever.

Beyond the National Day of Service, companies are expanding their approach to volunteering year-round in the midst of the ongoing COVID-19 pandemic. **ViacomCBS** recently leaned into **virtual volunteerism**, transforming initiatives like the ViacomCBS annual day of service (now called Virtual Community Day) and the company's holiday-focused "Season of Giving" campaign into fully remote programs. ViacomCBS has empowered employees to support nonprofit organizations and

champion their favorite causes from anywhere in the world. For last year's **Virtual Community Day** in New York City, nearly 400 ViacomCBS employees and 9 organizations came together to offer mentorship and career readiness skills for young people in underserved communities.

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