



OFFICE OF  
MAYOR KEVIN JOHNSON

CITY OF SACRAMENTO  
CALIFORNIA

915 I STREET, 5<sup>TH</sup> FLOOR  
SACRAMENTO, CA 95814

FOR PLANNING PURPOSES ONLY  
Wednesday, September 29, 2010

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## **\*\*MEDIA ADVISORY\*\***

SACRAMENTO – Today Mayor Kevin Johnson will launch the ‘Sacramento Service Plan,’ the first blueprint of its kind in the region aimed at increasing civic engagement.

Mayor Johnson will be joined by CA Secretary Karen Baker to make the announcement. Baker is the first-in-the-nation state cabinet Secretary of Service and Volunteering.

He will also announce the priority areas that represent the City’s most urgent needs and will gain additional attention and volunteer service resources: public safety, education, homelessness and the environment.

Mayor Johnson officially launched his volunteer initiative ‘Volunteer Sacramento’ in June of 2009, aimed to make Sacramento the most caring city in the state in which to serve.

Who: Mayor Kevin Johnson  
Karen Baker, CA Secretary of Service and Volunteering  
Keith Hart, Chief Service Officer, City of Sacramento  
Maureen Price, CEO Boys & Girls Club of Greater Sacramento

When: Wednesday, September 29, 2010  
3:00 p.m.

Location: Boys and Girls Club of Greater Sacramento  
5212 Lemon Hill Ave.  
Sacramento, CA 95814

Visuals:

- Over 500 volunteers, non-profits, public safety, military veterans, and business leaders
- 150 Boys and Girls Club children will participate in an on-site service project.
- Hundreds of balloons
- Multimedia presentation to unveil new website and brand