



## NEWS RELEASE

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### **Volunteers Needed! Volunteer Center of the East Bay is Featured on New Phone Book as Way to Outreach to Local Community**

*Center partners with more than 600 non-profits to offer 1400 volunteer positions to choose from*

FRESNO, CA – April 12, 2010 – If you've thought about volunteering but don't know how to get started, a local organization is making it easy. The Volunteer Center of the East Bay is actively seeking local volunteers to serve in positions ranging from an Academic Tutor to a Zoo Ambassador. The Volunteer Center is featured on the cover of the new issue of the Contra Costa County Central edition of the Valley Yellow Pages, which is now being delivered to local homes. More information about the Volunteer Center and how to get involved can be found in special inserts in the new phone book.

"We're so excited to get this kind of publicity for our center, and we really hope it will lead to an increase in volunteers," said Lorraine Meuleners, executive director of The Volunteer Center of the East Bay.

"We partner with all types of non-profit organizations to make it easy for people to find a cause that's important to them where they can make a real difference in the community. We depend on volunteers for everything from delivering food to the hungry -- to rescuing abandoned cats and dogs -- to restoring native wildlife habitats."

"We decided to donate the cover space, intro pages, and advertising space to The Volunteer Center of the East Bay because it's such a great organization that's giving back so much to the community," said Sieg Fischer, president and CEO of Valley Yellow Pages. "In addition, with today's high unemployment rate, this is also a good time for people to volunteer to learn new skills, explore other areas of interest, and make valuable networking contacts."

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For more information on The Volunteer Center of the East Bay, please see the new edition of the Valley Yellow Pages Contra Costa County Central phone book. The book is being delivered to all homes in the area over the next three weeks.

### **About Valley Yellow Pages**

Valley Yellow Pages is headquartered in Fresno, CA and maintains 16 branch offices throughout Northern and Central California. The company is dedicated to being an active part of all the communities it services and gives back in the form of participation and donation. Valley Yellow Pages directories are published annually and delivered to households and businesses in 46 different markets in Northern and Central California, reaching more than 14.8 million people. Valley Yellow Pages is the largest independent directory publisher in Northern and Central California and the third largest independent publisher in the nation.

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