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FOR IMMEDIATE RELEASE

**ReSERVE JOINS MAYOR BLOOMBERG TO PROMOTE CIVIC
ENGAGEMENT AND VOLUNTEERISM**

ReServe will join Mayor Michael Bloomberg on Monday, April 20, 2009 when he presents his blueprint for increasing civic engagement and volunteerism in New York City (NYC Service).

Mary Bleiberg, Executive Director of ReServe and more than 20 ReServists will join the Mayor and representatives of other organizations to celebrate those who give back to their communities in many meaningful ways.

“Civic engagement is critical to the future of our country and our City, especially in these tough economic times” said Ms. Bleiberg. “Mayor Bloomberg has taken a wonderful lead in encouraging New Yorkers to make a social impact.”

The event, part of the Mayor’s efforts to promote civic engagement and volunteerism during National Volunteer Week (April 19-25), will be held at the 168th Street Amory. The theme of this year’s volunteer week is “Celebrating People in Action.”

“ReServists” are retired professionals motivated to contribute their skills and experience to nonprofit or public organizations. ReServe, a nonprofit organization dedicated to matching retired professionals with the nonprofit community, has connected more than 700 ReServists into high value assignments with over 200 nonprofit organizations and public agencies in all five boroughs since 2005. This year alone, ReServe placed nearly 130 ReServists with 44 organizations.

#####MORE#####

ReServe helps agencies identify gaps in their organizations, and connects one or more retired professionals, who want to work in part-time jobs that offer modest compensation, personal meaning and social impact. Agencies pay the ReServists (\$10 hour) for an average of 15 hours per week.

ReServe, established 4 years ago is creating a new model of civic engagement, one that is changing options for retirement by changing the way employers think about and use retirees. At the same time ReServe is helping to strengthen the nonprofit sector by connecting struggling agencies with talented professionals who can help them stay on mission during very difficult times.

ReServe helps nonprofit organizations and public agencies find experienced retired professionals. These professionals are motivated to contribute their skills and experience to the nonprofit sector and receive a modest stipend.

For more information about ReServe, please visit www.ReServeInc.org.

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