

## MEDIA RELEASE

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### National body gets real to celebrate volunteers for NVW2014

Volunteering Australia's 25<sup>th</sup> anniversary National Volunteer Week campaign is a reality check for volunteering across the country, with campaign materials featuring real services and real volunteers drawn from volunteering peak bodies in a bid to unite volunteers everywhere.

"The 20 pictures featured in campaign are real volunteers in real services and activities – but what they really show is that there is something universal about volunteering – no matter what State or territory you are in," said Brett Williamson, CEO, Volunteering Australia.

Photographs for the campaign were drawn from the State and Territory peak volunteering bodies, who worked together to ensure the 2014 National campaign to celebrate the achievements of volunteers (12 – 18 May) was truly representative of volunteering nationally.

Featuring in four themed campaign posters, the collection of photographs demonstrate the power of Australia's volunteers and highlight the extraordinary amount and diversity of work performed by them.

"More than six million Australians volunteer according to formal statistics," said Mr Williamson. "What they achieve is worth more than \$14 billion in economic terms – and much more than that in individual, social and community benefit."

Mr Williamson urged everyone to look at the posters and see if they could spot someone they know, or stay tuned to posts on facebook and twitter which will reveal the region and service represented in the pictures.

"We can look at the photographs of the volunteers who enrich and build our community spirit, who help us when we are healing and need support, who make it possible for us to prepare, respond and recover in times of disaster or emergencies and we feel like we know them," he said.

"The wonderful reality is that they are all unique individuals, but together they tell the powerful story of the extraordinary achievements only made possible by volunteers," Mr Williamson concluded.

More information at the [National Volunteer Week website](#) with alerts also promoted through Twitter and facebook using #NVW2014.

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*Contact us to be put in touch with a local contact from your State / Territory peak to find out more about activities for NVW2014 in your region.*