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MEDIA ADVISORY**

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**1,500 + VOLUNTEERS RALLY FOR DFW'S LARGEST 9/11
COMMEMORATION DURING 18TH ANNUAL 'FREEDOM DAY'**

Communities Foundation of Texas and 9/11 Day unite volunteers to honor 9/11 victims, first responders, immigrants, military and veterans while serve the North Texas community

WHAT: [Communities Foundation of Texas' 18th annual Freedom Day event](#), the largest 9/11 commemorative community service event in DFW, will be held in observance of the 18th anniversary of the 9/11 attacks and the federally-recognized September 11 National Day of Service and Remembrance ("[9/11 Day](#)") as well as the North Texas Giving Day season. Since being created by the 9/11 community in 2002, 9/11 Day has grown to become the nation's largest annual day of service, with more than 15 million participants across the country.

WHEN: **Wednesday, September 11, 2018**

9 – 9:30 a.m. Opening Ceremony will be held at [Communities Foundation of Texas](#) (5500 Caruth Haven Lane, Dallas, TX 75225) honoring veterans for their service with participating volunteers and veteran partner groups. Founder of World Without Hate, Rais Bhuiyan will serve as keynote speaker to commence the day of service. Following the opening ceremony, volunteers travel to service sites

10 – 3 p.m. Volunteers at designated service sites. *Notable locations listed below**

12 Noon Special Program will be held at [North Texas Food Bank](#) (3677 Mapleshade Lane, Plano, TX 75075) with guest speakers David Paine, Co-Founder and CEO of 911Day, Sejal Desai, Business Engagement Director, Communities Foundation for Business, and a special guest to be announced soon.

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WHO: More than 1,500 volunteers will participate across 20 sites, including volunteers from Communities Foundation of Texas for Business (CFT4B) Member Companies who joined CFT4B because of their dedication to making a difference in their local community as well as companies that are national partners of 9/11 Day. Communities Foundation of Texas (CFT) fund holders, 9/11 Day sponsors, Freedom Day sponsors, service partners, and partnering veterans' groups will join them. In recognition of the courage and bravery of the men and women who serve as first responders and fight for freedom, CFT4B dedicates this grand day of service to them by supporting local organizations that provide essential services to veterans and their families.

WHY: **To turn a day of tragedy into a day of doing good.** [CFT4B](#), a program of [Communities Foundation of Texas](#), facilitates community involvement and philanthropy for small and mid-size companies who want to serve their communities. Since the first Freedom Day in 2002, more than 9,000 volunteers from CFT4B Member and Sponsor Companies have completed more than 50,000 hours of service on 9/11 to turn a day of tragedy into a day of doing good. This year, Freedom Day also includes a partnership between Communities Foundation of Texas with 9/11 Day, the national nonprofit that founded and worked to secure federal recognition of September 11 as a National Day of Service and Remembrance ("9/11 Day").

Notable service locations and activities

9/11 Day project at North Texas Food Bank: 3677 Mapleshade Lane, Plano, TX 75075

- **Time: 9:00 a.m. – 5:00 p.m.: Volunteers will pack meals throughout the day, during three 2-hour shifts, beginning at 9:00 a.m., noon and 3:00 p.m.**
- **Visuals:** Up to 350 volunteers will pack meals each shift for a total of ~275,000 meals that will be donated to North Texas Food Bank and Tarrant Area Food Bank.
- **Onsite Media Contact:** Jeri Chambers, 972- 750-4117

Ability Connection: 8802 Harry Hines Blvd, Dallas 75235

- Time: 10:15 a.m. - 1 p.m.
- Visuals: Volunteers playing bingo and preparing meals for adults with special needs, decorating hallways with different themes etc.

Patriot Paws: 254 Ranch Trail, Rockwall, TX 75032

- Time: 10:15 a.m. - 2 p.m.
- Visuals: Prepping and planting landscape beds, organize storage building
- **Onsite Media Contact:** Shelly Reid, 972-812-2836

Equest Location: 811 Pemberton Hill Road, Dallas TX 75217

- **Visuals:** Volunteers will develop a large wooded area into a group counseling venue.
- **Onsite Media Contact:** Lisa Causey, 214-448-7860

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Trusted World: 603 Easy Street, Garland, TX 75042

- Time: 10 a.m. – 2 p.m.
- Visuals: Sorting Donations
- **Onsite Media contact:** Natalie Farnacci, 412-667-1425 or Dawna Payne, 713-598-5878

Hope's Door New Beginning Center: 860 F Avenue, Suite 100, Plano, TX 75074

- **Visuals:** Volunteers will clean out and reorganize the main donation room. Prepare household goods for sales floor.
- **Onsite Media Contact:** Sarah Higdon, 913-660-1786 or Melissa Hawkins, 469-233-4023

Mission Arlington/Mission Metroplex: 210 W. South, Arlington, TX 76010

- **Visuals:** Volunteers will assist with a number of projects at the central campus.
- **Onsite Media Contact:** Felicia Williams 214-274-7429

Farmers Assisting Returning Military: 700 South Good Latimer Expressway, Dallas, TX 75226

- **Visuals:** Volunteers will install the first phase of the Urban Farm Park in Downtown Dallas.
- **Onsite Media Contact:** Chip Bensing, 214-649-8681.

Hunger Busters: 3116 Sylvan Avenue, Dallas TX 75212

- **Visuals:** Volunteers will make ham and cheese sandwiches for the much-needed third meal of the day for food-insecure children in the Dallas Independent School District.
- **Onsite Media Contact:** Susan Swan Smith, 972-741-1965

Tarrant Area Food Bank: 2600 Cullen Street, Fort Worth, TX 76107

- **Visuals:** Volunteers will assist with donation sorting and upkeep of the community garden.
- **Onsite Media Contact:** Felicia Williams 214-274-7429

About [Communities Foundation of Texas](#)

Communities Foundation of Texas (CFT) works with individuals, families, companies, and nonprofits to build thriving communities locally and across the state through a variety of charitable funds and strategic initiatives. The foundation professionally manages 1,000 charitable funds and runs several key initiatives like Educate Texas, North Texas Giving Day, and the W. W. Caruth, Jr. Fund. CFT has awarded over \$1.9 billion in grants since its founding in 1953. Learn more at www.cftexas.org. Follow us on Facebook (<http://www.facebook.com/CFTexas>) or Twitter (twitter.com/GiveWisely).

About [Communities Foundation of Texas for Business](#)

Communities Foundation of Texas for Business (CFT4B) is a program of Communities Foundation of Texas that makes it easy for North Texas businesses to do good in the community. CFT4B is a network of over 100 member companies. Those include early stage companies, small and mid-size businesses, private equity investors, venture capitalists, and a wide range of professional service providers who have a commitment to give back to the communities in which they live and work. Learn more at www.cft4b.org. Follow us on Facebook (<https://www.facebook.com/CFTforBusiness>) or Twitter (twitter.com/CFT4B)

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About [9/11 Day](#)

MyGoodDeed founded the [9/11 Day](#) observance in 2002 to transform the anniversary of the September 11, 2001, terrorist attacks into a day of service, unity and peace. In 2009, the U.S. Congress and President formally recognized 9/11 Day under bipartisan federal law as a National Day of Service and Remembrance. David Paine co-founded the nonprofit initiative with 9/11 family member Jay Winuk, who on 9/11 lost his younger brother Glenn Winuk, an attorney and volunteer firefighter who died in the line of duty during the rescue effort in New York City. Other 9/11 Day project locations include New York City, Boston, Chicago, San Francisco, Phoenix, Atlanta, St. Louis, and Los Angeles. For more information, please visit [911day.org](#).

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