



Contact: Elizabeth Wilner
(202) 236-3671
ewilner@bethechangeinc.org

Rob Mathis
(202) 585-2821
rmathis@webershandwick.com

ServiceNation Announces Partnership Effort with Facebook

\$500,000 Grant Helps Build Online Service Movement

NEW YORK, September 2, 2009 – ServiceNation, a national campaign to increase service opportunities and elevate the importance of service in America, has received a \$500,000 grant from Facebook as part of its expanded partnership with the popular social networking site. Facebook’s grant will encourage users of the social network to learn more about service opportunities through ServiceNation’s Facebook Page (Facebook.com/ServiceNation) and connect with MyNation, a new, online social-networking community on ServiceNation.org being launched in preparation for the first National Day of Service on September 11, 2009.

The MyNation platform is integrated with Facebook, allowing users to bring an even wider circle of their friends into the service movement through Facebook Connect, enabling people to invite their Facebook friends to join MyNation, interact with their Facebook friends, and seamlessly broadcast activities on MyNation to their Facebook wall.

“Facebook is already a place where users are acting on their interests and ideals, connecting with their friends, and sharing information that can lead to meaningful change,” said Tim Sparapani, Facebook’s Director of Public Policy, “Facebook is excited to see ServiceNation use new tools to make the world of national service more open and social.”

MyNation (my.servicenation.org) gives members the opportunity to connect with each other, form groups, organize events, participate in discussions, recruit friends and raise money to support the ServiceNation coalition of more than 200 service organizations. This new, open online community will help elevate the dialogue around, and foster participation in, volunteerism and community service while providing users with online tools to engage in on-the-ground service events.

"MyNation does more than help people find opportunities to serve – it enables them to join and help shape the growing service movement," said Alan Khazei, CEO and founder of Be the Change, Inc., which manages the ServiceNation campaign. "The desire to make a personal difference and to make our communities and our country stronger is what unites Americans of all ages and backgrounds. Through MyNation, anyone can become a change agent, from improving lives in their own

neighborhoods, to advocating for stronger infrastructure and opportunities to support service in the United States."

To kick-start the launch of MyNation and leverage the Facebook grant, ServiceNation is organizing a number of National Day of Service and Remembrance events in communities around the country on September 11. A commemoration concert co-hosted by partner MyGoodDeed will feature prominent entertainers, public officials, and members of the September 11 and service communities. Visit ServiceNation.org to find or organize service events in your community.

About Service Nation

ServiceNation is a national campaign to increase service opportunities and elevate service as a core ideal and problem-solving strategy in American society. Reaching an estimated 100 million citizens through its 200-plus member groups, ServiceNation played a leading role in the drafting and April 2009 enactment of the Edward M. Kennedy Serve America Act, which authorizes the greatest expansion of national service in America since FDR created the Civilian Conservation Corps. Now that the Act has passed, the ServiceNation coalition is working to inspire a powerful culture of volunteerism in our country. We envision an America in which a commonly asked question is, "*Where do you serve?*" For more information, visit <http://www.servicenation.org>.

About Facebook

Founded in February 2004, Facebook's mission is to give people the power to share and make the world more open and connected. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a privately held company and is headquartered in Palo Alto, Calif.

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