



FOR IMMEDIATE RELEASE

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***Avenidas Issues Challenge to Peninsula Residents: Get Involved!
Conference Shows People How They Can Make a Difference***

Palo Alto, CA (September 24, 2008) –Avenidas, the non-profit organization dedicated to enriching the lives of older adults and their families, is hosting its second annual Community Engagement Conference entitled “***Making Change Happen,***” on Saturday, October 4 from 9:30 am to 12:45 pm, open to San Mateo and Santa Clara County residents of all ages.

“Avenidas’ goal is to present a broad spectrum of opportunities for people to become engaged in their communities, whether their interests lie in the green initiative, or emergency preparedness or political involvement,” states Avenidas President and CEO Lisa Hendrickson.

Attendees at this half-day event will enjoy a continental breakfast and a keynote speech by President & CEO of Joint Venture: Silicon Valley Network Russell Hancock, PhD. This well-known activist, community engagement expert and Stanford Lecturer is sure to inspire.

The first session offers three choices: Philanthropy, presented by Leonard Ely, community philanthropist; Mari Ellen Loijens, Chief of Staff, Chief of Development & Marketing, Silicon Valley Community Foundation. This session will focus on the importance and gratification of giving back, and how to stretch your donor dollars.

Environmental Action is the next choice, presented by Walt Hays and Debbie Mytels from Community Environmental Action Project (CEAP). They’ll discuss how various sections of the community, including businesses, non-profits, individuals and schools can join in initiatives that will make the world a cleaner, greener place.

The final choice offered in Session One will be on the topic of non-profit employment. Career Counselor Anne Oja and Avenidas President and CEO Lisa Hendrickson will discuss how they made the transition from the business world to non-profit work.

Between sessions, attendees may visit tables of various non-profit organizations to learn what they do and how to help them do it.

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Tel: 650-289-5400; Fax: 650-326-3048

Avenidas Rose Kleiner Senior Day Health Center
270 Escuela, Mountain View, CA 94040
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www.Avenidas.org



Session Two workshops include Political Involvement, presented by Sid Espinosa, Palo Alto City Council Member, Veronica Tincher, Director of General Support for the League of Women Voters of Palo Alto, and Anne Mack, longtime member of the Senior Legislature. They will discuss how to get involved in policies that affect our every day lives.

Municipal Civic Engagement is another choice, presented by Cherise Brandell, City of Menlo Park Community Engagement Manager; Kelly Morariu, City of Palo Alto Deputy City Manager; and Malcolm Smith, City of Redwood City Public Communications Manager. Attendees will learn what is happening right now with citywide civic engagement, plus emergency preparedness plans and how you can get involved.

The final choice is on the topic of Board Service. Alison Elliott, Richard Adler, and Sharon Hofstedt, who all have served on numerous boards, will discuss the merits of board service and how to get plugged into this network.

The conference will be held at Avenidas, located at 450 Bryant Street in downtown Palo Alto, with free parking available in the Bryant Street garage across from Avenidas..

Registration is \$15 and includes a continental breakfast, conference materials, keynote address and two breakout sessions. If you want to learn how to get started and get involved, register online at www.avenidas.org or call (650) 289-5412.

Avenidas would like to thank their Community Partners, which include:

American Association of University Women (AAUW)
City of Palo Alto
League of Women Voters of Palo Alto
PAGE (Palo Altans for Government Effectiveness)
PAN (Palo Alto Neighborhoods)
PAN EP
Stanford Worklife

Thanks also go to the event's Media Sponsor, the Palo Alto Daily News.

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