

Bloomberg Sets 'Give Your Blank' Program

Mayor Michael R. Bloomberg has announced the launch of a new NYC Service television ad campaign to promote volunteer service in New York City. Involving more New Yorkers in service is a key goal of NYC Service, Bloomberg's comprehensive blueprint to increase civic engagement. The 30-second public service announcements are a component of the "Give Your BLANK" campaign, which is built on the concept that everyone has something to give: their time, their skills, their passion – their "blank."

The campaign asks New Yorkers who want to give back to come forward and use their "blank" in volunteer service.

The advertisements feature regular New Yorkers giving their "blank" to improve New York City communities and are expected to run on at least six television stations and on cable television. The Mayor also announced the start of two new NYC Service volunteer initiatives: Love Your (NYC) Block and Shape Up New York. The Love Your (NYC) Block program will help volunteer-led community groups, block associations and civic groups revitalize and transform their neighborhood blocks by linking them with services provided by City agencies and providing \$500 grants to cover other project costs.

