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Contact: Jessica Ahern
Publicity & Communications
781-821-5990 x212
jessicaa@tourismcares.org

Lisa Schmiemann
Event Director
781-821-5990 x214
lisas@tourismcares.org

Tourism industry volunteers give back to commemorate the National Day of Service and Remembrance

Tourism Cares announces a restoration event on the National Mall in Washington

Canton, MA (June 23, 2010)– Tourism Cares, the non-profit organization dedicated to preserving the travel experience for future generations, will host a volunteer clean-up project on September 10, 2010 at the National Mall and Memorial Parks in Washington, DC. The *Tourism Cares for America Volunteer Day* will bring travel industry professionals together to volunteer their time to help maintain a site of great importance to the tourism industry and the country.

Registration is available on the Tourism Cares website, www.tourismcares.org/volunteer-day

“The National Mall is the Capitol Building’s front yard and it needs our help. The Mall gets so many visitors that the wear and tear is hard to keep up with by a stretched National Park Service staff,” said Bruce Beckham, Executive Director, Tourism Cares. “The services we will perform will save the NPS the time and money to dedicate to other equally important projects that volunteers may not be able to do.”

Following the lead of President Obama, who signed the Edward M. Kennedy Serve America Act in April of 2009 to expand the mission of national community service and recognize September 11 as a national day of service and remembrance, Tourism Cares is encouraging tourism industry professionals and their friends and family to visit Washington, DC to perform a needed service at our nation’s capital.

Volunteers will assist with much needed painting projects at the World War II Memorial, the Korean War Veterans Memorial, the Franklin D. Roosevelt Memorial and Lafayette Park between 10:00 AM and 3:00 PM that day. These often visited historic sites are important to every American and the beautification of their surroundings is important work.

“The National Mall and Memorial Parks mission is to manage, preserve, and maintain the monuments, memorials, and historic sites in the heart of Washington, D.C., and to provide opportunities for all Americans and park visitors to understand and be inspired by their significance”, said Toni Braxton, Public Affairs Specialist, National Park Service. “Clearly, the impact of the [Tourism Cares] volunteers will

be felt for years to come. The services of the volunteers will help preserve and protect America's natural and cultural heritage for the enjoyment of this and future generations.”

Although last year's Volunteer Day was canceled due to inclement weather, Tourism Cares and their volunteers were still able to make a difference. Tourism Cares and Entertainment Cruises donated 300 boxed lunches to Martha's Table, a soup kitchen in Washington, DC.

Tourism Cares is a 501(c)(3) non-profit public charity with a mission to preserve the travel experience for future generations. It accomplishes this by mobilizing the travel and tourism industry and travelers to give back to society through grants to natural, cultural and historic sites worldwide; through academic and service-learning scholarships for students of hospitality and tourism; and through the organization of volunteer efforts to clean up and restore tourism-related sites in need of care and rejuvenation. For additional information about Tourism Cares, please visit www.tourismcares.org

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