

## **MEDIA ADVISORY**

### **One Day's Pay To Kick Off 2004 Campaign to Establish 9/11 As a National Day of Service With Unprecedented Coalition of Businesses, Non-Profits and Leading 9/11 Organizations**

***– One Million Participated in 2003; Goal Is Two Million in 2004 –***

### **IN BROAD SHOW OF UNITY, LEADING 9/11 ORGANIZATIONS TO RELEASE JOINT STATEMENT URGING NATION TO OBSERVE SEPTEMBER 11 AS NATIONAL DAY OF VOLUNTARY SERVICE, CHARITY AND COMPASSION**

### **American Red Cross, Habitat for Humanity International, Business Strengthening America and New York Cares To Support Initiative as New Nonprofit Partners**

- WHO:**
- ? **David Paine**, President, One Day's Pay, Inc., a 501c3 nonprofit organization ([www.onedayspay.org](http://www.onedayspay.org))
  - ? **Alice Hoglan**, Mother of Mark Bingham, one of a group of passengers on United Airlines #93 who is believed to have confronted the terrorists and prevented them from striking their intended targets in the Washington, D.C. area. Alice serves on the One Day's Pay board of directors.
  - ? **Jay Winuk**, Vice President, One Day's Pay and brother of Glenn J. Winuk, an attorney and volunteer fireman who lost his life trying to save those trapped in the World Trade Center's South Tower.
  - ? **Leaders of Cantor Fitzgerald Relief Fund, Coalition of 9-11 Families, Doyle 9/11 Support Group, Families of September 11, September Space, September's Mission, Skyscraper Safety Campaign, Tuesday's Children, Voices of September 11<sup>th</sup>, Windows of Hope, Where To Turn, World Trade Center United Family Group, WTC Survivors Network, and others**
  - ? **Representatives of Fortune 100 companies**, present to announce their participation and/or sponsorship of the One Day's Pay initiative
  - ? **Representatives from several of the country's most prominent nonprofit organizations**, including the American Red Cross, Points of Light Foundation/Volunteer Center National Network, Citizen's Corp, Youth Service America, Citizens of NYC, Business Strengthening America, and New York Cares

**WHEN:** **Wednesday, July 14, 2004, 10 AM EST**

**WHERE:** **St. Paul's Chapel (Church Street, between Fulton and Vesey, entrance on Broadway – Lower Manhattan)**

- WHAT:** One Day's Pay, building on a very successful 2003 launch that attracted nearly one million participants, will **kick off its 2004 campaign with important announcements** including:
- ☐ Federal legislative initiatives for 2004 and support by legislative leaders
  - ☐ Release of a joint statement of support by leading 9/11 organizations
  - ☐ Introduction of prominent national nonprofit partners, review of their national and regional One Day's Pay programs, and announcement of corporate seed funding
  - ☐ Announcement by leading Fortune 500 companies of specific workplace strategies to promote observance of 9/11 as a day of service
  - ☐ Launch of One Day's Pay new Web site, with links and ideas for interested volunteers

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