

PRESS RELEASE

EMBASSY OF THE UNITED STATES OF AMERICA IN MADRID

San Blas District in Madrid is Meeting Point For Service Day on Friday, April 20th

The **U. S. Embassy to Spain**, with the collaboration of **Meridian International Center**, the **Rafael del Pino Foundation**, the **Real Madrid Foundation**, the **Volunteering Platform of Spain** and the **City of Madrid**, are organizing a **Service Day** in the San Blas District on the morning of Friday, April 20th in follow-up to the Service Innovation Summit held last March in Madrid. Ambassador Alan D. Solomont and Mrs. Susan Solomont will be present to open the project, together with Dolores Flores Cerdán, Director General for Families, Children and Volunteering for the City of Madrid; Luciano Poyato, President of the Volunteering Platform of Spain; Julio González Ronco, Director of the Real Madrid Foundation; and David Erguido, City of Madrid Councilmember for the San Blas District.

This project will take place on April 20th, coinciding with Global Youth Service Day, an annual campaign that celebrates and mobilizes millions of children and youths to commit themselves to serving others and improving their communities through service learning.

The main theme of the project is "*Healthy Bodies, Healthy Neighborhoods*" to be achieved through activities addressed to the students of a bilingual high school in San Blas and beautification of two parks in the neighborhood. The chosen high school is Instituto Gómez-Moreno, of approximately 400 students, who have shown commitment to their community and to volunteering through the program "Comparte tu Mirada," (Share your View), sponsored by the Embassy and the Community of Madrid.

On Service Day, participants and organizers will be reporting and commenting on their activities through Twitter hashtag #cuentaconmigo and @usembassymadrid. More information will be available on the Embassy's Facebook page, www.facebook.com/madrid.usembass, and in the blog www.cuentaconmigoespana.es.

The Service Day will be attended by participants in the Service Innovation Summit from the corporate, governmental and third sectors. The goal of Service Day is to put the values shared during the Summit into practice. The Summit brought over 200 experts and leaders from the service sectors of Spain, the U.S. and other countries together in Madrid to share ideas on promoting volunteering. The Summit sought to promote community service and civic participation as possible solutions in dealing with the social challenges present in Spain, the U.S. and other countries affected by the current economic situation.

Service Day will include the following activities:

Healthy Bodies: Exercise and sports activities led by Real Madrid Foundation coaches at Instituto Gómez Moreno.

Health Minds: English games and exercises to be used in bilingual classes at Instituto Gómez-Moreno, presented by U.S. Embassy volunteers.

Healthy Neighborhoods: Beautification of public-access areas (planting of flowers, cleaning of graffiti, etc.) in two areas near Instituto Gómez Moreno, with the support of the San Blas District Council.

WHAT :	Service Day in San Blas, April 20, 2012
DATE/SCHEDULE:	April 20, 2012
	9:30am: Press accreditation
	10:00am: Opening remarks by U.S. Ambassador, Alan D. Solomont; Mrs. Susan Solomont; Julio González Ronco, Director of the Real Madrid Foundation; Dolores Flores Cerdán, Director General for Families, Children and Volunteering, City of Madrid; and Luciano Poyato, President of the Volunteering Platform of Spain
	10:15am: Meeting with the press

10:30: Tour of various projects with Ambassador and Mrs. Solomont and representatives of other organizer institutions.

WHERE:

**IES Gómez-Moreno
Avenida Hellín, 9
28037 Madrid**

ORGANIZERS:

U.S. Embassy to Spain, Meridian International Center, Rafael del Pino Foundation, Real Madrid Foundation, Volunteering Platform of Spain and the City of Madrid.