

**FOR IMMEDIATE RELEASE**

**11 - 11 - 11:  
AMERICANS UNITE IN CELEBRATING VETERANS DAY WEEK  
THROUGH SERVICE AND VOLUNTEERING**

**LOCAL NON-PROFITS JOIN SERVICENATION  
FOR TUCSON SERVICE PROJECT**

**Warrior Gateway and Southwest Conservation Corps to lead coalition of  
local partners in service projects with and for veterans**

*Tucson, November 8, 2011...*Americans from all walks of life will unite to honor active military, veterans and military families this Veterans Day—11/11/11. Tucson will host one of 11 large-scale service events in 11 major U.S. cities on Veterans Day. It's all part of ServiceNation's Mission Serve initiative which brings together the civilian and military communities through service and volunteerism. Americans who wish to volunteer in honor of those who have served in the military will also be able to log onto [www.MissionServe.org](http://www.MissionServe.org) to find other service projects in the region.

This year, the series of national projects will be highlighted by a high-profile social media component, led by prominent celebrities Dwayne Johnson and Miley Cyrus, who will mobilize their 50 million Twitter and Facebook followers to spread the word about the Mission Serve initiative and serve in support of active military, veterans, and military families.

In Tucson, Arizona, ServiceNation is pleased to partner with Warrior Gateway, Southwest Conservation Corps, REI, Pima County Natural Resources Parks and Recreation, and Sonoran Arthropod Studies Institute for a signature project. ServiceNation is proud to join a project on our local public land Tucson Mountain Park that will allow the civilian and military communities to come together through shared service. SCC will host 50-100 volunteers from Tucson, Davis Monthan Air Force Base, Fort Huacachua, and Pima County employees to work on trails in Tucson Mountain Park west of Tucson. Volunteers will participate in four projects: Trailwork, buffelgrass removal, painting, litter pick-up of area recreation sites and trails.

"Service has become a meeting place for veterans and civilians," said Chris Marvin, a former Blackhawk helicopter pilot, who was wounded in Afghanistan. "Both communities understand and embrace service, and as we welcome a growing population of veterans returning from combat, it is imperative that our communities engage them by challenging them to serve here at home. Our veterans are civic assets, not only because of the service they have given overseas, but also because of how they are willing to serve in our communities. We firmly believe that the integration of the military and civilian communities begins with shared service." Marvin is currently director of Civilian-Military Partnerships for Service Nation.

Founded in 2009, Warrior Gateway connects individuals in the military community with organizations and programs (non-profit, government, educational or employment-related) in their neighborhood that are there to support them. Warrior Gateway, and its G.I. Network program, harnesses state-of-the art technology and community collaboration to help today's veterans make better decisions about what service providers they can go to for help, and have a public forum to share their experiences about the quality and effectiveness of those services. This innovation was recognized with a Federal Computer Week Fed-100 award for significant

contributions to the Federal IT community in 2011.

"We are honored to partner with ServiceNation to support the 11/11/11 service projects in Tucson," said Devin B. Holmes, CEO of Warrior Gateway. "We know that connecting military and civilian communities is an important part of the veterans' reintegration process. Our mission at Warrior Gateway is to help the military community and their families connect with meaningful resources in their local communities; being involved with a signature initiative like this allows Warrior Gateway to create valuable connections for successful transitions."

ServiceNation is proud to welcome Bank of America as the National Corporate Partner for this series of events.

For more information on the 2011 Mission Serve Veterans Day and how you can support it, please go to [www.MissionServe.org](http://www.MissionServe.org).

To learn more about Warrior Gateway, please visit [www.WarriorGateway.org](http://www.WarriorGateway.org).

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