



NEWS RELEASE

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FOR IMMEDIATE RELEASE

**YP Impact Establishes Community Connections Program**

**Milwaukee, Wisconsin** (March 2, 2010). YP Impact, a Milwaukee-based young professionals organization, is pleased to announce that it has established the YP Impact Community Connections Program, which is designed to showcase the organization's commitment to community involvement through a series of board only volunteer events. The first activity, in a series of four for 2010, will be held at Milwaukee Public Television Friends and will allow YP Impact's board members to assist in raising the funds needed to support Milwaukee Public Television's programming and equipment maintenance. More than 10 board members will be collecting contributions on-air on Monday, March 8 from 6:30 p.m. to 10:00 p.m.

"Our traditional, monthly events offer young professionals the opportunity to build relationships through networking and volunteerism," said Jon Armstrong, chair of YP Impact. "As leaders of YP Impact, we have been striving to engage individuals to make a positive impact in their communities and we believe that the YP Impact Community Connections Program will inspire people to lead by our example. The benefits of donating your time and skills to an organization in need definitely outweigh the time spent."

The remaining board only volunteer events will support the Leukemia and Lymphoma Society, the American Liver Foundation and the Agape Community Center.

*Monday, March 8*  
6:30 p.m. to 10:00 p.m.

*Milwaukee Public Television Friends*  
700 W. State Street  
Milwaukee, WI



*Milwaukee Public Television Vision*

Milwaukee Public Television educates, informs, entertains, and stimulates the imagination of adults and children alike. We make the best use of noncommercial media and related services to enhance the quality of life in our community by encouraging people to consider issues and explore ideas, and by inspiring a continued sense of wonderment. MPTV Friends promotes and generates community support for MPTV.

*Milwaukee Public Television Web Site*

[www.mptv.org](http://www.mptv.org)

*Strategic Partners*

Keystone Click & Stone Creek Coffee

Founded in 2006, YP Impact is a local organization that supports the mission of the West Allis/West Milwaukee Chamber of Commerce and is open to individuals (typically under the age of 40) who work in various professions and industries. The organization strives to make a difference in the lives of young professionals and in the community by hosting networking and volunteer events throughout the Milwaukee area. Annual membership for YP Impact is \$50 for the general public, \$40 for individuals employed by members of the West Allis/West Milwaukee Chamber of Commerce and \$30 for college or graduate students. Event admission is free for members and \$10 for nonmembers. For more information, please visit our web site at [www.ypimpact.org](http://www.ypimpact.org).

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