



**FOR IMMEDIATE RELEASE:**  
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**CELEBRATE THE SPIRIT OF  
THE REV. DR. MARTIN LUTHER KING, JR. WITH WQED AT  
PITTSBURGH'S LIGHT OF LIFE RESCUE MISSION**

**PITTSBURGH, PA**— The Rev. Dr. Martin Luther King, Jr. Day of Service has been a day of “citizen action volunteer service” since President Bill Clinton signed it into law in August of 1994. On Monday, January 18 from 8 a.m.-2 p.m. WQED will engage area families in volunteer service activities at the Light of Life Rescue Mission site located at 10 E. North Avenue in the North Side of Pittsburgh. Families with children 12 years of age and older can volunteer to prepare and serve food in the Mission’s kitchen.

Parents with younger children can participate in the Day of Service by volunteering and bringing donations for the women and children’s program to one of the Mission’s other sites located at 913-915 Western Avenue. Volunteering activities at Western will include assembling toiletry kits, sorting donations and making cards. The women and children’s programs are most in need of book-bags with school supplies for children, family-friendly DVDs, gift cards for groceries and/or non-perishable food items.

Families making donations and/or volunteering at the Mission that day will have the chance to meet PBS’ Clifford the Big Red Dog® and learn more about his “10 Big Ideas” with age-appropriate coloring and activity pages. Visitors will also be welcome to take a tour of the Mission to learn more about all of the Mission’s life-saving programs and be able to sign-up for future volunteer shifts.

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## P.2—KING’S DAY OF SERVICE

WQED chose to bring Clifford’s “10 Big Ideas” to the Mission because Clifford teaches children how to develop positive character building skills. PBS Kids® and Scholastic Media are recognizing Clifford’s 10<sup>th</sup> year on WQED and PBS Kids and Dr. King’s “Day of Service” with ten days of programming. This programming initiative called “BE BIG WITH CLIFFORD: 10 DAYS, 10 WAYS” will premiere January 18<sup>th</sup> and run through January 29<sup>th</sup> during Clifford’s regularly scheduled time on WQED-TV (13.1 digital) at 11 a.m. Monday through Friday.

All volunteers should register and schedule a shift before coming to the Mission or Western Avenue facilities. Volunteer information and application forms can be found at: <http://www.lightoflife.org/images/stories/documents/VOLUNTEERAPP.pdf>

**WQED Pittsburgh**, honored with the 2007 and 2006 Mid-Atlantic Emmy® Award for Station Excellence, was founded in 1954 as the nation’s first community-supported broadcaster. WQED creates, produces and distributes quality programs, products and services to engage, inform, educate and entertain the public within its community and around the world. WQED Pittsburgh is one of the first broadcasters in the country to be fully high-definition (HD) in its studio and field production capabilities. It is the parent company of WQED-TV (PBS); WQED: The Neighborhood Channel; WQED: The Create Channel; WQEX-TV (A ShopNBC affiliate); Classical WQED-FM 89.3/Pittsburgh; Classical WQEI-FM 89.7/Johnstown; local and national television and radio productions; WQED Interactive ([www.wqed.org](http://www.wqed.org)); and The WQED Education Department.

### **Background on Light of Life Rescue Mission:**

Established in 1952, Light of Life Rescue Mission is a Christian nonprofit organization providing emergency food and shelter and life changing recovery programs for Pittsburgh's poor and homeless. Men, women and children are provided case management and programs designed to meet diverse needs, including recovery from substance addiction, help for mental health issues, and educational courses to prepare them for careers and independent living. The Mission is open 24 hours a day, 365 days a year. No one is denied services based on race, creed, gender, age or national origin. Light of Life is supported largely by individual donors.

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