



## Media Alert

Contact Information:

Marjorie Floyd  
941.486.4602; 941.266.1376 (cell)  
mfloyd@gulfcoastcf.org

Kristine Nickel  
kristinenickel@comcast.net

### COMMUNITY TAKES A STAND FOR CIVILITY

**What:** *Because It Matters* Kickoff Event

**When:** October 3, 2007, 4 p.m.

**Where:** Venetian Golf & River Club  
1 mile east of I-75 off of Laurel Road  
*Ask for directions to the River Club at community entrance*

**Why:** Gulf Coast Community Foundation of Venice, with the guidance of more than 100 community volunteers, is initiating a campaign for civility in our region called *Because It Matters*. The campaign will stress improving quality of life by increasing civic participation, civil discourse, and social capital. There will be several initiatives within the campaign—workplace, neighborhood and civic organizations, and schools.

#### Story

**Leads:** Why is the Foundation undertaking such an innovative campaign?

What led up to this campaign; why did so many volunteer from the community to lead an initiative on civility?

How will people become aware? The campaign features a robust media schedule with nationally known celebrities who are committed to *Because It Matters*. Learn more about these celebrities.

The Keys to Civility—what are they and how will they make a difference?

- more -

Gulf Coast Community Foundation of Venice  
Media Alert: *Because It Matters* Kickoff  
Page 2 of 2

Photo and interview opportunities available.

For more information, contact:

Kristine Nickel, kristinenickel@comcast.net

or

Marjorie Floyd, mfloyd@gulfcoastcf.org, 941.486.4602, 941.266.1376 (cell)

Gulf Coast Community Foundation of Venice builds strong communities through leadership, partnership, and endowed philanthropy. A public charity committed to improving the quality of life in the communities it serves, it is the largest community foundation in Florida with assets of \$260 million. The Foundation was founded in late 1995 and has awarded nearly \$70 million in grants in the areas of arts and culture, health and human services, education, civic affairs, and the environment.

The Board of the Foundation envisions a region known for endowed philanthropy, a vital nonprofit community, and the ability to address emerging issues.

For more information about the Foundation, visit [gulfcoastcf.org](http://gulfcoastcf.org).

###

*Because It Matters. Owned by the community. Supported by Gulf Coast Community Foundation of Venice, Florida.*