



# Jersey Shore Volunteers

## **FOR IMMEDIATE RELEASE**

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## **TravelTelevision Offers Free Trip for Volunteers to Rebuild Jersey Shore**

GAITHERSBURG, MD –TravelTelevision is launching an exciting contest to help rebuild the Jersey Shore and end displacement caused by Hurricane Sandy. The 12-week contest, the Jersey Shore Volunteer Challenge, will be highlighted in a reality TV show. Four teams of ten contestants each will compete as they “travel for a purpose.” Contestants will travel to New Jersey, aid recovery efforts, and tell their stories about volunteering to bolster social consciousness regarding the need for volunteers to rebuild areas impacted by Hurricane Sandy.

Volunteer teams are competing for a chance to participate in the Challenge by creating short videos expressing their interest. The video receiving the most social media likes, reposts, and exposure by the deadline – Dr. Martin Luther King, Jr.’s Day of Service (January 19, 2015) – will have travel costs covered by TravelTelevision. During the Challenge, teams will post social media updates to share their experiences and can win additional prizes.

The objectives are to draw attention to a new overnight facility in Wall, NJ that houses volunteers for ongoing rebuilding and repair of storm-damaged properties. Sandy was one of the costliest storms in the U.S., with more \$60 billion in damage in the Northeast. Two years post-storm thousands of residents are still not back in their homes.

The Challenge begins April 24 running for 12 weeks; four teams will participate each weekend to paint, clean, and restore homes. TravelTelevision partnered with the Monmouth County Long Term Recovery Group (MCLTRG) to identify eligible homeowners and pair them with volunteer teams and local nonprofits. Challenge teams will stay at the newly opened Camp Evans overnight facility in Monmouth County, created as an ideal location for volunteers to stay when traveling to the Jersey Shore.

In addition to rebuilding homes, Challenge participants will receive media training to learn how to tell their stories and strengthen social consciousness about the importance of volunteerism. Application videos are being posted online at [JerseyShoreVolunteers.com](http://JerseyShoreVolunteers.com) and <https://www.facebook.com/JSVolunteers>.

## **About Humanity TV Inc.**

JSV is a project of Humanity TV, a Maryland based 501(c)(3) organization encouraging volunteerism around the globe. Humanity TV connects volunteers with nonprofits, corporations, and local, state, and federal governments by highlighting volunteer stories, such as the JSV efforts. These stories are shared via TV and the web through segments on TravelTelevision ([www.TravelTelevision.org](http://www.TravelTelevision.org)) to showcase the Humanity TV theme of “Travel for a Purpose.”