

The Entertainment Industry Foundation (EIF), the leading Hollywood charity, has mobilized the entertainment community around a groundbreaking initiative designed to inspire a new era of service and volunteerism. This multiyear campaign, called "iParticipate," is intended to make service a part of who we are as Americans and show what we can achieve when we all pull together.

As a centerpiece for this initiative, EIF has enlisted major broadcast networks, including ABC, CBS, FOX and NBC, for an unprecedented, weeklong television event beginning Monday, Oct. 19. Tune in to seven days and nights of television and watch how your favorite TV shows and personalities shine a light on the power of community service.

EIF has also produced a series of public service announcements to reinforce the importance of volunteerism. Through these PSAs, EIF will also recognize and encourage support for five key areas of service: Education and Children, Health and Well Being, Economic Development, Environmental Conservation, and Support for Military Families.

The shows that will feature volunteerism during the week of Oct. 19 include:

. ABC's "All My Children," "America's Funniest Home Videos," "Brothers and Sisters," "Castle," "Cougar Town," "Dancing With The Stars," "Desperate Housewives," "Extreme Makeover: Home Edition," "Flash Forward," "General Hospital," "Good Morning America," "Grey's Anatomy," "Hank," "Jimmy Kimmel Live," "Modern Family," "One Life To Live," "Private Practice," "The Forgotten," "The Middle," "The View," and "Ugly Betty."

. CBS' "Cold Case," "Criminal Minds," "CSI: Miami," "CSI: NY," "Gary Unmarried," "Ghost Whisperer," and "Numb3rs."

. FOX's "America's Most Wanted," "Bones," "Brothers," "COPS," "So You Think You Can Dance," and "Til Death."

. NBC's "30 Rock," "Access Hollywood," "Community," "Days of Our Lives," "Heroes," "Parks and Recreation," "The Biggest Loser," "The Office," and "The Today Show."

For more information on EIF's iParticipate initiative, visit www.iparticipate.org.