



NEWS RELEASE
For Immediate Release
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**American Teleservices Association Volunteers to Work with HandsOn
New Orleans During Upcoming Convention**
ATA "Answers the Call" with Call Centers CARE Event

Indianapolis, IN – On the final day of the American Teleservices Association's (ATA) Convention & Expo, convention attendees will gear up for its annual "Call Centers CARE" service project. On Wednesday, October 7, over 50 volunteers plan to spend their day to further the work of HandsOn New Orleans, a local volunteer resource center. ATA volunteers and HandsOn New Orleans will join forces to create a community garden site at Mid-City Community Garden.

"The ATA's Board of Directors chose the City of New Orleans for the site of our 2009 Convention knowing that our presence would have a positive effect on a city that still needs economic support and development. As a result of this collaboration between the ATA and HandsOn New Orleans, our contact center professionals will leave a lasting impression in New Orleans," says ATA CEO Tim Searcy. "This project is the perfect fit for our convention theme, 'Answering the Call'."

Because of the generous support of the ATA Call Centers CARE project's corporate sponsor and ATA member company Etech, ATA volunteers will work to clear the lot of debris, build and assemble gardening structures, and paint garden signs at the community garden site located on South Salcedo in New Orleans.

Since the formal inception of Call Centers CARE in 2007, the ATA has partnered with numerous local and national organizations where ATA volunteers have helped build homes, participated in blood drives, coordinated clothing and diaper drives to assist victims of domestic violence, prepared breakfast at homeless service centers, collected toys for the holidays, and distributed meals to families in need.

For more information about the ATA's Call Centers CARE initiative or for more details about the HandsOn New Orleans event on October 7, please contact ATA Director of Member Services Lisa Nye Ford at 317-816-9336 or lisa@ataconnect.org.

About American Teleservices Association

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. ATA provides leadership in the professional and ethical use of the telephone for conducting business and is committed to serving the needs of its members, recommending the highest standards of quality for the channel and protecting the rights of consumers. Members benefit from the ATA's strong advocacy at the national and state level; advanced and timely educational opportunities and business-building events; advocacy and support in the public realm; and rich and trusted resources for Teleservices professionals.

About Call Centers CARE

Throughout the year, contact center professionals representing ATA chapters and member companies across the United States actively contribute to numerous charitable causes of their choice. In recognition of such efforts, the ATA created Call Centers CARE to recognize and further organize such projects. At its national events, the Association makes available various organized philanthropic efforts to further demonstrate that professionals in the teleservices industry contribute in a very personal way to make a difference in a community and the lives of individuals in need.

About Etech:

Etech, Inc. is the partner of choice for top-tier industry leaders, earning a solid record of customer retention, superior results and adaptability. Etech is constantly expanding to meet the industry's growing needs, focusing on finding optimal solutions to each client's everyday demands, saving them time, money and increasing their customer base. Etech offers a trusted alliance focused on our customer's priorities. For those seeking a partner to invest in the success of their enterprise, Etech is the first choice in providing outsourcing solutions. For more information, visit www.etech.com.

About HandsOn New Orleans

HandsOn New Orleans, a HandsOn Network affiliate, inspires and motivates people to meet critical community needs by encouraging active citizenship through meaningful service. Since its inception in 2006, the non-profit organization has engaged nearly 16,000 volunteers to provide more than 540,000 hours of service to the New Orleans community. School-Connect, Community Engagement and Hands@Work are all programs of HandsOn New Orleans. The HandsOn New Orleans Tool Lending Library, Youth Engagement Corps, Volunteer Housing and Volunteer Leader Trainings are all initiatives of HandsOn New Orleans' Community Engagement program. For more information, visit www.handsonneworleans.com.

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Relevant sites:

www.ataconnect.org
www.ata2009convention.org
www.etech.com
www.handsonneworleans.org
www.midcitycommunitygarden.com

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