

PR Pros Lead 9/11 Day of Service Campaign

Wed., Sep. 11, 2013

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The successful push to turn Sept. 11 into a national day of service has been spearheaded by two PR pros -- David Paine and Jay Winuk.



The duo founded the non-profit [My Good Deed](#) and [signed up key sponsors](#) as it successfully lobbied in 2009 to have Congress and the president declare the date a [National Day of Service and Remembrance](#). The organization's "I Will" campaign has encouraged millions of people to volunteer each year in myriad community service projects on "9/11 Day." It has also partnered with Scholastic and other groups to help teachers talk to students about the 9/11 attacks.

Winuk's brother, a lawyer and volunteer firefighter, was killed in the attacks on the World Trade Center towers. "We all showed the best of human nature after 9/11," the PR exec, an alum of Burson-Marsteller and GolinHarris who now heads Winuk Communications, [told NPR today](#). "We wanted to kind of capture that spirit of compassion in a bottle once a year."

While the pair's campaign has grown exponentially, there is still some lifting to be done on the PR front. A [survey by Horizon Consumer Science found this week](#) that while more than 100 million people have volunteered in the last two years on Sept. 11, only three in 10 Americans are aware of day's designation as a day of service.

Paine, who founded and ran PainePR in Irvine, Calif., before selling the firm in 2008, [told the AP this week that the group](#) garners about 50,000 posts each year on social media of people saying what good deeds they planned for 9/11. "Our goal all along was just that something good would come from this day."

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