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NYer of the Week

Noriko Hino's New York de Volunteer Promotes Volunteerism Among Japanese-Americans

DIAL UP ROAD RUNNER

December 30, 2005

A group of women getting ready for their close-up are part of "Beauty Volunteering," a program launched by the non-profit organization New York de Volunteer.

Executive Director Noriko Hino founded the organization in May 2002 to promote volunteerism among the Japanese-American community here.

"The mission of New York de Volunteer is to inspire and mobilize the local Japanese people and its extended network to improve the greater New York metropolitan community," she says.

Noriko and other volunteers organized a day of beauty along with a photo shoot for the patients and residents of Jewish Home and Hospital Lifecare System in Manhattan. Two rooms were transformed into a salon where residents and patients got their hair, makeup and nails done while enjoying a massage. And in the end, they had their pictures taken.

"Many of the women who are in hospitals or nursing homes may not have the access as the other women might have, and then it's great to support that community that may not have the access," says volunteer Midori Mashiko. "And we can bridge that out and we can do that."

This is just one of the many volunteer opportunities New York de Volunteer has to offer. Others include environmental protection, animal care, education work, and much more.

"Since English is not our first language, I felt like our opportunity is limited," says volunteer Emiko Mizumura. "I had thought there was a barrier that is something that we cannot overcome to feel part of New York society, but through this organization I experience so many great things, and also I had the chance to meet so many Japanese people who live in New York."

Residents and patients here say they enjoyed their day of pampering.

"This is really surprising," says patient Olga Carlone. "This is very, very nice."

"They can come over once a week, and they should also bring handsome men," adds Nina Sedita.

Well, you never know. But we do know that this is a day to remember for many. So strike a pose, Noriko Hino, because you are our New Yorker of the Week.

For more information on volunteer opportunities or to donate to New York de Volunteer, call (212) 932-7208, or you can log on to www.nydevolunteer.org.

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