

#GIVINGTUESDAY

Sample Press Release

Media Contact:

[Contact Name]

[Contact Organization]

[Phone]

[Email]

[Insert Organization Name] Celebrates #GivingTuesday and Pledges to **[Insert Campaign Details]**

[Insert Location] [Insert Dateline] – This #GivingTuesday, **[Insert Organization Name]** will celebrate giving by **[Insert top line detail of campaign]**.

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

[More detailed information on why your organization joined #GivingTuesday and details of your #GivingTuesday initiative including goals, partners and past #GivingTuesday success, if applicable]

[Insert quote from your organization's spokesperson]

"We are incredibly inspired by the way the #GivingTuesday community has embraced this concept for a worldwide movement," said Henry Timms, founder of #GivingTuesday and Executive Director of 92Y. "As we prepare for November 27, we're energized and encouraged by the community's generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal."

Those who are interested in joining **[Insert Organization Name]**'s #GivingTuesday initiative can visit **[Insert specific #GivingTuesday landing page address if available]**.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues