

# GIVINGTUESDAY™

## WATERLOO REGION

### For immediate release

GivingTuesday is coming to Waterloo Region on December 1<sup>st</sup>. Just as Black Friday kicks off the holiday shopping season, GivingTuesday marks the start of the giving season. What started three years ago in New York is now a global movement that has reached 68 countries. Last year, Vancouver, Regina, Guelph, Ottawa, and Halifax launched their GivingTuesday movements. Now Waterloo Region is joining Canada and the whole world to celebrate giving back and supporting the causes that matter to us.

“GivingTuesday Waterloo Region will tap into community advocates, partners and leaders to encourage everyone to give what they can – whether it’s time, goods, or funds – on December 1, 2015,” says Scott Williams, Chair of the GivingTuesday Waterloo Region movement.

“I’m proud to be an ambassador for the GivingTuesday Waterloo Region movement,” says Brenda Halloran, former mayor of Waterloo. “In the spirit of giving, Copp Communications donated a wonderful new website, [www.givingtuesdaywr.ca](http://www.givingtuesdaywr.ca). It will be a single point of entry for anyone who is looking for ways to give. Visitors can explore the various charities and non-profit organizations in our community and easily connect with their favourite causes.”

Giving Tuesday is about more than giving money. It’s about inspiring one another to do what you can to help and it’s easy to get involved —everyone can participate: individuals, families, organizations, businesses, and schools can join in. [www.givingtuesdaywr.ca](http://www.givingtuesdaywr.ca) provides free tools and resources to help you get the most from this extraordinary day of giving.

Social Media will play a big role in the success of GivingTuesday. Graphics for Twitter, Facebook and Instagram can be downloaded at <http://givingtuesdaywr.ca/resources>. The hashtag #GivingTuesdayWR and the handle @GivingTuesdayWR will be used for the social media campaign.

On December 1<sup>st</sup>, the movement is holding a Giving Fair at Conestoga Mall. More than 20 local charities will be on site to talk about their programs and services, and raise awareness of their causes.

Last year, GivingTuesday in Canada exceeded all expectations. More than 3,300 partners came together and millions of Canadians joined in, creating national awareness, recognition and a massive impact on donations in all forms. Learn more and check out the 2014 results at <http://www.GivingTuesday.ca>

Leslie Josling, Executive Director of KW Counselling Services says, “It’s been exciting to watch this movement gain momentum. In our experience, the people of Waterloo Region are very engaged and giving. I’m looking forward to hearing about all the successes on December 1<sup>st</sup>.”

If you’re a charity or non-profit that wants to be involved, visit [www.givingtuesdaywr.ca](http://www.givingtuesdaywr.ca)

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