

GIVINGTUESDAY™

WATERLOO REGION

For immediate release

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Waterloo Region

GivingTuesday is one week away! On Tuesday December 1st, charities and non-profits in Waterloo Region are hoping consumers will kick off the giving season by investing in a very important gift – our community. Local volunteers are working together to promote GivingTuesday – a day to give back following the commercial tornadoes of Black Friday and Cyber Monday.

The GivingTuesday Waterloo Region movement has two Community Ambassadors: former mayor of Waterloo, Brenda Halloran and Waterloo Region Police Chief Bryan Larkin.

“GivingTuesday Waterloo Region is an incredible opportunity to show kindness and caring to our community and each other”, said Chief Bryan Larkin. “Often times, a simple gesture can go a long way in making a difference in someone’s life, as you never know what it’s like to be in someone else’s shoes.”

Brenda Halloran notes, “This is such an incredible opportunity to give back to our community on so many levels. Can you imagine the impact on this community if each one of us does something to help someone, gives something, whether it is time, money or assistance in other ways? Let’s all work together on GivingTuesday and imagine the dreams we can make a reality in Waterloo Region in just one day!”

The movement’s organizers are challenging the Waterloo Region community to give back in a big way. “We were inspired to begin this movement after hearing about the success that GuelphGives had last year,” says Scott Williams, Chair of the GivingTuesday Waterloo Region movement. “Guelph raised \$1.2 million on GivingTuesday last year and I think we can do better here in Waterloo Region!”

The movement is growing on social media where the hashtag **#GivingTuesdayWR** is exploding with individuals, families and companies sharing their ideas for how to give back. “Posting an #UNSelfie is an easy way to help spread the word about GivingTuesday and to encourage your friends and neighbours to get in on the action,” says Scott Williams.

Everyone is encouraged to visit the website www.givingtuesdaywr.ca and explore the more than 75 local charities and non-profits that are listed there. On December 1st there will also be a Giving Fair at Conestoga Mall where more than 20 of these local organizations will be on hand throughout the day to talk to people about their work.

“We spend so much time and effort concentrating on building the best possible holiday season for our family and friends,” says Halloran. “We ask, for one day, that everyone think of others who can’t do that, and donate to a local charity which works to make lives better all year long.”

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