

For immediate release

GivingTuesday in Waterloo Region is November 29th.

(Waterloo Region) – Nov 1 – GivingTuesday is a day defined by generosity and devoted to giving to the local non-profit or charity of your choice. 2016 is the second year that Waterloo Region joins Canada—and the entire world—to celebrate a day dedicated to giving back to the community and supporting the causes that matter to us.

In 2015, the first year of the campaign, financial and in-kind donations in Waterloo Region exceeded \$200,000. Nearly 500 volunteer hours were pledged or worked. There were 70 blood donations and 35 people signed up as organ donors. More than 25,000 lbs of food were donated.

The movement is expanding on social media. Hashtags **#StayGenerous** and **#GivingTuesdayWR** are being widely used, with individuals, families and companies sharing their ideas about how to give back.

“Posting an #UNSelfie is one way we can spread the word about GivingTuesday and encourage friends and neighbours to get involved,” says Scott Williams, Co-Chair of the GivingTuesday Waterloo Region movement.

GivingTuesday Waterloo Region’s website highlights more than 100 local charities and non-profits. On November 29th, Giving Fairs at Conestoga Mall and the Cambridge Centre will bring many of these organizations together to meet with the public and showcase their work.

“Giving Tuesday is about more than giving money—it’s about inspiring one another to do what we can to help. Everyone can participate: individuals, families, organizations, businesses, and schools. Free tools and resources on the website make it easy to get involved in this extraordinary day,” says Chris Copp, president of Copp Marketing + Design, a founding campaign sponsor.

“GivingTuesday Waterloo Region is the ultimate way to give back to our community,” says Shirley Levene, “I am honoured and overjoyed to have been asked to be one of the GivingTuesday Community Ambassadors.”

“I’ve had the privilege through my work to see how generous this community is,” says Susan Cook-Scheerer of Rogers TV, one of this year’s GivingTuesday Community Ambassadors. “We all have something to give — whether it’s our time, our talents, or a financial donation.”

GivingTuesday puts the spotlight on what can happen when we all join in the spirit of giving and we come together as a community to truly make a difference.

For more information, visit www.givingtuesdaywr.ca

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