



FOR IMMEDIATE RELEASE

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The Princeton-Blairstown Center Participates in #GivingTuesday

PRINCETON, NJ, November 18, 2016 – The Princeton-Blairstown Center (PBC) is proud to announce their participation in #GivingTuesday, occurring this year on November 29. #GivingTuesday is a global and annual day of giving that connects diverse groups of individuals, communities, and organizations around the world for one common purpose: to celebrate and encourage philanthropy. As the holiday season brings cash flowing to retail businesses, non-profits encourage people to donate to an organization that gives back to the community.

PBC is participating in #GivingTuesday by sharing photos and videos of the people who visit our 264-acre campus, with the hashtag #WeLovePBCBecause and reasons why PBC makes them feel supported, empowered, and inspired.

“This is our first time participating in #GivingTuesday,” said Pam Gregory, PBC President & CEO. “It’s been inspiring to have our students and volunteers articulate the reasons they love PBC. It’s a great opportunity for the Mercer County community to embrace the season of giving with measurable impact.”

PBC helps vulnerable youth change their behaviors and futures for the better. As a leader in social emotional learning, the Princeton-Blairstown Center offers young people the opportunity to leave distractions behind and to build bonds, self-confidence, and leadership skills through unique, adventure-based experiences and personal challenges.

Those who are interested in joining PBC’s #GivingTuesday initiative can visit princetonblairstown.org/giving-tuesday. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on social media.

All the proceeds from Giving Tuesday will directly benefit PBC’s experiential education and Summer Bridge programs. Please help support our programs by donating, and check out the PBC Facebook page (<https://www.facebook.com/PrincetonBlairstownCenter>) to see our photos and videos as they are being shared.

About the Princeton-Blairstown Center



PBC, an affiliate of Princeton University, is an award-winning, independent nonprofit with a mission to transform the lives of vulnerable young people through integrated experiential and adventure-based programming in schools and at our Blairstown Campus near the Delaware Water Gap. We collaborate with schools, university partners, and community-based agencies to develop in youth deepened self-awareness, responsible decision-making, teamwork, and leadership skills. Our wide variety of year-round, multi-service programs serve more than 6,000 young people from the Mid-Atlantic States.

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