

The logo for GivingTuesday, featuring a stylized red and white geometric pattern of overlapping lines forming a heart-like shape.

#GIVINGTUESDAY™

FOR IMMEDIATE RELEASE

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Princeton-Blairstown Center Joins the Global #GivingTuesday Movement

PRINCETON, New Jersey, November 10, 2017 – Princeton-Blairstown Center (PBC) has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Occurring this year on November 28, #GivingTuesday is held annually on the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

All November long, leading up to #GivingTuesday, PBC will share videos of the people who visit our 264-acre campus and reasons why they feel inspired to act to improve their communities; give back in better, smarter ways to a cause they believe in; and help create a better world. PBC will use social media to tell these stories of why our donors feel empowered to change the lives of at-risk youth, and help provide them with crucial social-emotional skills that can better their future. Whether through service, goods, a donation, or their voice, donors have shared sentiments regarding how it feels to give back, and we invite our community to follow the PBC hashtag #WhyIGive to listen to their stories.

In 2016, the fifth year of #GivingTuesday, millions of people in 98 countries came together to give back and support the causes they believe in. Over \$177 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

Last year was PBC's first year taking part in #GivingTuesday and we re-engaged lapsed donors and raised over \$1,500 for disadvantaged children. This year, thanks to the generosity of an anonymous donor, all #GivingTuesday gifts will be matched dollar for dollar to help us get closer to our goal of \$3,000.

Those who are interested in joining PBC's #GivingTuesday initiative can visit <http://princetonblairstown.org/giving-tuesday> to donate. For more details about the #GivingTuesday movement, and to follow our campaign visit our Facebook page

A red banner at the top of the page features the text "#GIVINGTUESDAY™" in white. The word "GIVING" is in a bold, sans-serif font, and the letter "I" is replaced by a white icon of a hand with fingers spread. To the left of the text is a faint, larger version of the hand icon. The word "TUESDAY" is in a regular weight of the same font. A small trademark symbol (TM) is at the end.

#GIVINGTUESDAY™

(<https://www.facebook.com/PrincetonBlairstownCenter/>) or follow @PBlairstown on Twitter and the #WhyIGive hashtag on social media.

About the Princeton-Blairstown Center

PBC is an independent nonprofit with a mission to empower young people, primarily from under-resourced communities, to strengthen their social-emotional skills through experiential, environmental, and adventure-based programming. Social Emotional Learning (SEL) includes five core competencies: self-awareness, self-management, social awareness, relationship skills, and responsible decision-making. Our wide variety of year-round, multi-service programs serve more than 7,000 students each year, including 450 in our award-winning Summer Bridge Program which combats summer learning loss and teaches critical 21st Century skills.

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