

For Immediate Release

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EarthShare NC Joins the Multinational Giving Tuesday Movement

Durham, NC – EarthShare North Carolina has joined Giving Tuesday to promote the power of charities, individuals, businesses, and families to make a difference this holiday season through charitable giving. Following Thanksgiving, Black Friday, and Cyber Monday, Giving Tuesday encourages the public to give donations of time and money to nonprofits. While Black Friday and Cyber Monday are holidays based on shopping and the needs of the individual, Giving Tuesday is based on the needs of the community.

“Giving Tuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism,” said Kathy Calvin, CEO of the UN Foundation. “The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together to help build a better world.”

By giving to EarthShare NC, individuals can help protect the public health, quality of life, and special places we are fortunate to enjoy in North Carolina. EarthShare NC was founded in 1991 to connect people and resources to the nonprofits that protect our water, air, land, and wildlife. Giving Tuesday donations to EarthShare NC can be designated to help EarthShare NC sustain our mission, or be shared among our Member nonprofits. Donors also have the option to make automatic monthly or yearly recurring gifts, or dedicate a gift in honor or memory of a loved one.

EarthShare NC will be communicating about Giving Tuesday to its social media followers through Facebook facebook.com/EarthShareNC and Twitter twitter.com/earthsharenc. Those who are interested in participating in EarthShare NC’s Giving Tuesday initiative can visit earthsharenc.org/donate.

Over 13,000 nonprofits have joined the #GivingTuesday movement. For more details about the GivingTuesday, visit www.givingtuesday.org or follow the #GivingTuesday hashtag on Twitter.

ESNC was founded in 1991 to strengthen conservation work in North Carolina. Over this time, thousands of employees have learned about and taken part in programs to preserve our natural heritage, and pledged over \$8.5 million to the cause.