**SAMPLE PRESS RELEASE**

**Contact:**

[NAME]

[ORGANIZATION]

[PHONE]

[EMAIL]

**[INSERT ORGANIZATION NAME] *[INSERT CAMPAIGN DETAILS]* for GivingTuesday**

**Global Day of Giving Takes Place this Year on December 1st.**

[INSERT LOCATION] [INSERT DATELINE] – [INSERT ORGANIZATION NAME] is planning to [INSERT BRIEF CAMPAIGN NAME] for GivingTuesday, a global giving movement that has been driven by individuals, charities, businesses and communities across Lebanon and in countries around the world. Just as Black Friday kicks off the holiday shopping season, GivingTuesday is the opening day of the giving season.

GivingTuesday, the global day of generosity, continues to gain traction across the country in its eighth year, with thousands of partner organizations and thousands of Lebanese expected to take part. We are promoting GivingTuesday as a uniting force for Lebanese (both in Lebanon and the diaspora) to support and champion the causes they believe in and the communities in which they live.

The impact of GivingTuesday goes well beyond charitable donations, inspiring giving in all its forms. From coast to coast to coast, people are embracing this day as an opportunity to raise money for local charities and nonprofits, run food and clothing drives, give blood, encourage kindness, help a neighbor and celebrate generosity. At a time when we are all experiencing the pandemic, GivingTuesday is an opportunity for people around the world to stand together in unity—to use their individual power of generosity to remain connected and heal.

Around the globe there are official GivingTuesday movements in over 70 countries, including Australia, Brazil, Canada, Kenya, Slovenia, Tanzania, the UK and more. Lebanon needs us more than ever.

[INSERT MORE DETAILED INFORMATION ON WHY YOUR ORGANIZATION JOINED GIVINGTUESDAY AND DETAILS OF YOUR GIVINGTUESDAY INITIATIVE INCLUDING GOALS, PARTNERS AND PAST GIVINGTUESDAY SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM PARTNER ORG. SPOKESPERSON]

Those who are interested in joining [INSERT ORGANIZATION NAME]’s GivingTuesday initiative can visit [INSERT SPECIFIC GIVINGTUESDAY LANDING PAGE ADDRESS IF AVAILABLE AND A CALL TO ACTION].

**About [INSERT ORGANIZATION NAME]**

[INSERT ORGANIZATION BOILER PLATE/BRIEF]

**About GivingTuesday (#GivingTuesdayLebanon)**

GivingTuesday is a movement to celebrate giving of all kinds, celebrated on the Tuesday after Black Friday and Cyber Monday; this year it falls on December 1, 2020. The movement was launched in Lebanon in 2020 by arab.org by The Olive Tree SAL and its founding collaborators, and founded in the US in 2012 by 92nd Street Y in partnership with the UN Foundation.

To learn more about how to get involved or view a full list of GivingTuesday local partners, please visit lebanon.givingtuesday.me.

**Website:** lebanon.givingtuesday.me **Facebook:** <https://www.facebook.com/givingtuesdaylb>

**Twitter:** [https://twitter.com/ givingtuesdaylb](https://twitter.com/quebecgives)

**Instagram:** [https://www.instagram.com/ givingtuesdaylb](https://www.instagram.com/%20givingtuesdaylb/)