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## **Tampa YMCA Joins the National #GivingTuesday Movement**

**Tampa, FL (November 4, 2013)** – [The Tampa Metropolitan Area YMCA](http://www.tampaymca.org) has joined #GivingTuesday, a first of its kind effort that will harness the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. Coinciding with the Thanksgiving Holiday and the kickoff of the holiday shopping season, #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they support and help create a better world.

Taking place December 3, 2013 – the Tuesday after Thanksgiving – #GivingTuesday will harness the power of social media to create a national moment around the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping.

“The Tampa YMCA is proud to be a #GivingTuesday partner. As a cause-driven charity, we welcome the important reminder that the spirit of the holiday giving season should be about community and not just consumerism,” said Communications Director Lalita Llerena. “When you give to the Y, you change lives. The Tampa Bay community should feel confident that every dollar donated to the Tampa YMCA on #GivingTuesday, and throughout the year, goes directly to help children and families participate in YMCA memberships and programs, regardless of their financial circumstances.”

Seeing an opportunity to channel the generous spirit of the holiday season to inspire action around charitable giving, a group of friends and partners, led by the 92nd Street Y, came together to find ways to promote and celebrate the great American tradition of giving. The concept gained steam, and by bringing together a group of founding partners—including the United Nations Foundation, DonorsChoose.org, Mashable, Blackbaud, charity: water, GlobalGiving, Iraq and Afghanistan Veterans of America (IAVA), Kiva, Darden Restaurant Group, Groupon, Unilever and VentureThree Capital—a nationwide series of discussions about how to make #GivingTuesday a success is already underway. Each week, new organizations have joined the movement and are providing creative ways people can embrace #GivingTuesday and collaborate in their giving efforts to create more meaningful results. #GivingTuesday is endorsed by Committee Encouraging Corporate Philanthropy, Dorothy A. Johnson Center on Philanthropy, Giving Institute, Giving USA Foundation and InterAction. Charity Navigator, Givewell and GuideStar are serving as Charity Advisors. VolunteerMatch is a volunteer advisor to #GivingTuesday.

Those who are interested in joining the Tampa YMCA’s #GivingTuesday initiative can visit [www.tampaymca.org/givingtuesday](http://www.tampaymca.org/givingtuesday).

### **### About the Tampa Y**

The Tampa Metropolitan Area YMCA is one of the area’s leading nonprofits, strengthening Hillsborough and East Pasco communities through youth development, healthy living and social responsibility. Across the Association, 19 facilities engage more than 160,000 men, women and children — regardless of age, income or background — to nurture the potential of children and teens, improve our community’s health and well-being, and provide opportunities to give back and support neighbors. The Tampa Y has long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. [www.tampaymca.org](http://www.tampaymca.org)

**About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give. It will culminate with a global day of giving on December 3, 2013. This effort harnesses the collective power of a unique blend of partners— charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world. A team of recognized experts and influencers, initially convened by leaders of 92nd Street Y and supported by a core group of founding partners, originally spearheaded this effort. Founding partners in 2012 included United Nations Foundation, DonorsChoose.org, Mashable, Blackbaud, charity: water, GlobalGiving, Iraq and Afghanistan Veterans of America (IAVA), Kiva, Darden Restaurant Group, Groupon, Unilever and VentureThree Capital. Leaders in philanthropy, social media, innovative giving, grassroots organizing, marketing and communications are providing counsel and resources to help build this movement. To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:  
Website: [www.givingtuesday.org](http://www.givingtuesday.org) Facebook: [www.facebook.com/GivingTuesday](http://www.facebook.com/GivingTuesday) Twitter: [www.twitter.com/GivingTues](http://www.twitter.com/GivingTues)