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FOR IMMEDIATE RELEASE

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United Way of Rhode Island takes back the season with #GivingTuesday

Providence, RI (November 24, 2014) United Way of Rhode Island (UWRI) is joining a growing social media movement to take back the spirit of the holiday season this December 2—Giving Tuesday. Following Black Friday and Cyber Monday, Giving Tuesday is a day of giving that harnesses the collective power of social media. UWRI is dedicating this Giving Tuesday to raising money and awareness for its 2-1-1 program.

“Giving Tuesday has such a powerful message,” said Anthony Maione, President and CEO of United Way of Rhode Island. “What if we focused all of our love and energy and passion around the globe on doing good, on giving back, on creating a better world and a more promising future? We want to incite that generosity and that kind of lasting change right here in Rhode Island through 2-1-1—a program that has touched the lives of over one million Rhode Islanders.”

An information and referral service, 2-1-1 connects people with critical human services 24-hours a day, 365 days a year. The highly-trained 2-1-1 staff helps Rhode Islanders find resources that range from food, shelter, addiction, and childcare to elder care services. In addition, 2-1-1 is the place Rhode Islanders turn to in the event of a major event, serving as part of the Rhode Island Emergency Management System.

Those who are interested in joining United Way of Rhode Island’s Giving Tuesday initiative can visit uwri.org or follow the group on Twitter (@liveunitedri) and Facebook.

#GivingTuesday originated with a group of friends and partners at the 92nd Street Y, who were looking to celebrate the great American tradition of giving. With the help of the United Nations Foundation, more than 10,000 organizations have joined the movement and are collaborating in their giving efforts to create more meaningful results.

“It’s been a privilege to work with remarkable leaders all over the country building a movement around #GivingTuesday,” said Henry Timms, 92Y’s Executive Director. “This initiative has

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truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.”

For more details about the #GivingTuesday movement, visit www.givingtuesday.org.

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About United Way of Rhode Island

United Way of Rhode Island has been working to improve the quality of life in Rhode Island communities for more than 80 years. UWRI’s mission is to mobilize the caring power of the community to improve the lives of people in need and address the issues Rhode Islanders care most about. For more information, visit www.LIVEUNITEDri.org.