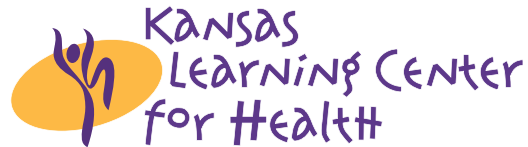




# #GIVINGTUESDAY™



## PRESS RELEASE

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### The Kansas Learning Center for Health Joins the Global #GivingTuesday Movement

**HALSTEAD, KS; NOVEMBER 16, 2016** – The Kansas Learning Center for Health (KLCH) 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 29, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the U.S.) 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.

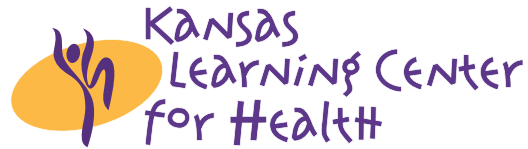
In addition, KLCH will be participating in the local GiveNow|Newton event, November 29, in the Newton Recreation Commission gymnasium. The event plays host to local charities and is a hub for anyone in the Newton and surrounding communities wishing to donate money to the KLCH. As part of the GiveNow|Newton initiative, a wish book has been created, detailing specific needs of the KLCH along with other area charities.

“We experienced a great deal of success in raising money for community charities serving Newton in 2015 – GiveNow|Newton’s inaugural year, raising over \$40,000,” said Angie Tatro, Central Kansas Community Foundation executive director and event organizer. “These donations translate into improved programs and services that meet the needs of our local community.”

While many organizations and charities are taking part in the movement, it all started with 92Y – a cultural center in New York City that, since 1874, has been bringing people together around its core values of community service and giving back. The organization conceptualized #GivingTuesday as a new way of linking individuals and causes to strengthen communities and encourage giving. In 2015, the fourth year of the movement, #GivingTuesday brought together over 45,000 partners in 71 countries and helped raise nearly \$117 Million online in the US alone.

“We have been incredibly inspired by the generosity in time, efforts and ideas that have brought our concept for a worldwide movement into reality,” said Henry Timms, founder of #GivingTuesday and

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executive director of 92Y. “As we embark on our fifth year of #GivingTuesday, we are encouraged by the early response from partners eager to continue making an impact in this global conversation.”

## **FOR MORE INFORMATION:**

### **About The Kansas Learning Center for Health**

Founded in 1965, the KLCH delivers its mission to be a premier regional resource for quality health education. More than half a million children and adults have learned from our hands-on approach to health and science education. KLCH instructors provide curriculum-enhancing information that is both educational and entertaining. For more information, visit [www.learningcenter.org](http://www.learningcenter.org) or call the KLCH at 316-835-2662.

**Website:** [www.learningcenter.org](http://www.learningcenter.org)

**Facebook:** [www.facebook.com/kansaslchealth](http://www.facebook.com/kansaslchealth)

### **About GiveNow | Newton**

#GiveNow | Newton is comprised of a group of charitable organizations and corporate sponsors, working together to raise money and awareness for projects and services that benefit the Newton community. Led by the Central Kansas Community Foundation, GiveNow | Newton, in its second year, hopes to increase donations to charitable causes by 50% from last year’s \$40,000. In addition to events on November 29<sup>th</sup>, the GiveNow | Newton campaign is hosting *Change for Charities* where bank and credit union patrons can donate their change during the entire month of November. Also not to forget the Newton Area Charities Wish Book, a catalog of the tangible needs, “wishes”, of the participating charities.

**Website:** [www.centrankansascf.org/events/gt](http://www.centrankansascf.org/events/gt)

**Facebook:** [www.facebook.com/GiveNowNewton](http://www.facebook.com/GiveNowNewton)

**Twitter:** [twitter.com/CentralKansasCF](http://twitter.com/CentralKansasCF)

### **About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give—the 2016 iteration will be held on November 29, 2016. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday inspires 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 harnesses the power of social media to create a global moment dedicated to giving around the world.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving visit:

**Website:** [www.givingtuesday.org](http://www.givingtuesday.org)

**Facebook:** [www.facebook.com/GivingTuesday](http://www.facebook.com/GivingTuesday)

**Twitter:** [twitter.com/GivingTues](http://twitter.com/GivingTues)