



FOR IMMEDIATE RELEASE

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MCCOY launches #GivingTuesday campaign

INDIANAPOLIS – The Marion County Commission on Youth (MCCOY) is joining the national #GivingTuesday movement on Tuesday, November 29 to raise awareness and funds in support of the organization’s work.

#GivingTuesday is held annually on the Tuesday after Thanksgiving to kick-off the holiday giving season and inspire people to collaborate on improving their local communities and giving back in impactful ways to the charities and causes they value.

“We all know about Black Friday and Cyber Monday, and #GivingTuesday pulls much of that momentum to philanthropy,” said John Brandon, president and executive director of MCCOY. “During a season that is often spoiled by consumerism, it’s nice to know that individuals and organizations around the globe unite under the #GivingTuesday umbrella to support charity and community service work.”

The MCCOY staff and board members plan to use social media and individual mailings to reach out to and thank donors.

“We want to show our gratitude to those who help us,” said Brandon. “When people support us, they are actually supporting the positive development of children and teens. That’s an act worthy of appreciation.”

To build upon the foundation of #GivingTuesday, MCCOY will continue the campaign into December with a new name: #GivingYouthMonth. The goal of the campaign will remain the same, despite the name change.

“Giving youth the positive opportunities they need never stops,” said Brandon, “so we hope to continue the #GivingTuesday campaign through the end of the year with #GivingYouthMonth.”

Those who are interested in donating can click [here](#). Businesses interested in matching all or part of individual donations can contact John Brandon at john.brandon@mccoyouth.org.

Those who are interested in learning more about the national #GivingTuesday movement can click [here](#).

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.

About MCCOY

The Marion County Commission on Youth, Inc. (MCCOY) is the youth services intermediary for central Indiana whose mission is to champion the positive development of youth through leadership on key issues and support of the youth worker community. MCCOY’s vision is that every young person in central Indiana has opportunities to thrive, learn, engage and contribute.

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Contact: Jacie Farris
Communications Director
Work: 317-921-1266 ext. 104
jacie.farris@mccoyouth.org
www.mccoyouth.org