



FOR IMMEDIATE RELEASE

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Kentucky's 24 hours of giving returns May 22

(LEXINGTON, Ky.) – Nonprofit organizations from throughout the state will participate in the sixth annual Kentucky Gives Day on May 22. The 24-hour online giving campaign gives the 164 participating charities the opportunity to raise as much money as possible from midnight (EST) through 11:59 p.m. – all through a single online site, www.kygives.org.

“Charitable nonprofits are eager to showcase their work to strengthen communities and encourage Kentuckians to invest in the collective power of philanthropy,” said Danielle Clore, executive director of Kentucky Nonprofit Network, the state association of charities and host of the event. “Kentucky Gives Day provides donors with an easy and fun way to support their favorite causes and encourage others to do the same through email and social media.”

The 164 organizations are 501 c (3) organizations representing the arts, environment, health, children, animal welfare, humanitarian aid and more. Donors can find a list of all organizations at www.kygives.org, as well as profiles of each participating nonprofit. Fundraising totals will be updated in real time throughout the day, as well as on Twitter and Facebook with the hashtag #kygives18. Prizes are awarded to the most successful charities and many of the organizations have secured matching gifts as a donor incentive. The Central Kentucky Community Foundation in Elizabethtown and Horizon Community Funds of Northern Kentucky in Covington are also providing regional prize incentives to participating nonprofits.

This year’s Kentucky Gives Day sponsors are Anthem Blue Cross and Blue Shield in Kentucky and AT&T. Media partners include iHeart Radio Lexington; iHeart Radio Louisville and Kentucky News Network.

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More information about Kentucky Gives Day is available at www.kygives.org.

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Kentucky Nonprofit Network is the state association of nonprofits, existing to strengthen and advance Kentucky's nonprofit community. The association serves as a resource for nonprofit leaders, board members and other volunteers; an information center on effective nonprofit organizational practices; and an advocate for the nonprofit sector. For more information about Kentucky Nonprofit Network, visit www.kynonprofits.org.

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