



FOR IMMEDIATE RELEASE

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Kentucky's 24-hour online giving campaign raises \$181,649

LEXINGTON – Nonprofits participating in Kentucky Gives Day, a 24-hour online event showcasing the collective power of philanthropy and the important work of the state's charities, raised \$181,649 yesterday. 200 nonprofit organizations from across Kentucky participated in the fourth annual event hosted by Kentucky Nonprofit Network.

A total of 1344 donors made 1609 gifts on the Kentucky Gives Day website – www.kygives.org – from 12:00 a.m. through 11:59 p.m. (EST) May 24. Kentucky Nonprofit Network awarded \$5200 in prizes to organizations throughout the day. Participating charities represented causes including the arts, the environment, health, children, animal welfare, humanitarian aid and more. Tuesday's results bring the four-year Kentucky Gives Day total to \$1,113,105 raised for nonprofits across the Commonwealth.

“Once again, Kentucky gave big on Kentucky Gives Day to support the causes we care about,” said Danielle Clore, KNN executive director. “Each year, Kentuckians near and far demonstrate an appreciation for the important role of nonprofits in their communities through their generous donations.”

The Central Kentucky Community Foundation of Elizabethtown was a regional partner for the event, providing \$1000 in prizes to organizations serving their regional community. Sponsors included Keeneland, Anthem Medicaid, and Anthem Blue Cross and Blue Shield in Kentucky.

Media partners again came together to provide the visibility needed to urge Kentuckians to visit www.kygives.org and make donations to their favorite causes. They included Oculus Studios, iHeartMedia Lexington, iHeartMedia Louisville, Kentucky News Network, WKYT, WYMT, WAVE3, WPSD, WBKO, WEHT and the Lexington Herald-Leader.



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About Kentucky Nonprofit Network:

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 <http://www.kynonprofits.org>.
