

**For Immediate Release**

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Contact: Danielle Clore

[danielle@kynonprofits.org](mailto:danielle@kynonprofits.org), 859-963-3203 x3

**Kentuckians Asked to Invest in their Favorite Causes with Kentucky Gives**

*The annual day of statewide online giving will be held tomorrow, December 1*

LEXINGTON – Kentuckians near and far are asked to give and give generously to their favorite causes tomorrow, December 1. Kentucky Gives on #GivingTuesday begins at midnight EST on December 1 and continues until 11:59pm EST. 146 nonprofits from across Kentucky are set to raise as much money as possible for their mission at [kygives.org](http://kygives.org).

The third annual Kentucky Gives 24-hour online giving campaign joins the global #GivingTuesday movement that encourages giving back after the post-Thanksgiving shopping frenzy of Black Friday and Cyber Monday. Kentuckians are urged to go online to [kygives.org](http://kygives.org), connect with causes they care about and make tax-deductible donations to support the important work of Kentucky charities. Supporters will search for participating nonprofits and simply click to safely and securely donate. Leaderboards on the site will track organizations raising the most money with the top five organizations at the end of the 24 hour period winning additional cash prizes. Golden tickets will also be awarded to organizations throughout the day as incentives. A total of \$16,000 in prizes is available to the participating nonprofits.

This statewide online giving event in Kentucky is being coordinated by the Kentucky Nonprofit Network (KNN), Kentucky's state association of nonprofits. "The nonprofits participating in KY Gives are looking forward to the opportunity to tell their story and engage more Kentuckians in their work to strengthen the communities that make us proud to call Kentucky our home," said Danielle Clore, executive director of KNN. "We are asking Kentuckians to donate to their favorite causes and use social media and email to encourage others to give – we want to see our generous Commonwealth in action!"

At [kygives.org](http://kygives.org), customized profiles of the 146 participating charities detail each organization's mission and impact on the community, allowing the nonprofits to introduce their organizations and their important work to potential donors. "Our nonprofit organizations provides so much to Kentucky's communities," said Clore. "We look forward to Kentuckians coming together on this global day of philanthropy to give back to these organizations that serve us and our neighbors so well."

Anthem Medicaid and Anthem Blue Cross and Blue Shield in Kentucky return for the third year as a presenting sponsors of Kentucky Gives. “Kentucky Gives is a proven effort to successfully connect Kentuckians with causes they care about. Anthem Medicaid and Anthem Blue Cross and Blue Shield in Kentucky are proud to stand with Kentucky Nonprofit Network to make this opportunity available for charities across Kentucky,” said Deb Moessner, President of Anthem Blue Cross and Blue Shield in Kentucky.

Media partners have again come together to provide the visibility needed to urge Kentuckians to visit [kygives.org](http://kygives.org) on December 1 and make donations to their favorite causes. iHeartMedia Lexington, iHeartMedia Louisville and the Kentucky News Network are Official Radio Partners. Official Television Partners include LEX 18 and WKYT, Lexington; WAVE 3, Louisville; WYMT and Thirsts, Hazard; WBKO, Bowling Green; WEHT, Owensboro; Fox19, Cincinnati; and WPSD, Paducah. The Lexington Herald-Leader and Oculus Studios are additional media partners.



**About the Kentucky Nonprofit Network:**

Kentucky Nonprofit Network serves, strengthens and advances Kentucky’s nonprofit organizations. The state association of nonprofits in the Commonwealth, Kentucky Nonprofit Network provides education, networking opportunities, technical assistance and sharing of best practices and resources to provide nonprofits with access to the resources needed to effectively meet community needs.

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