



MEDIA ADVISORY

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Today's the Day for Kentuckians to Give - and Give Big

(LEXINGTON, Ky.) – The fifth annual Kentucky Gives Day is underway, and Kentuckians near and far are asked to support the causes they care about at www.kygives.org through 11:59 p.m. (EST) today. The 24-hour online giving campaign, which last year broke the \$1 million mark, began at 12 a.m.

“Already, Kentuckians are showing their generosity, supporting their favorite causes across the state,” said Danielle Clore, executive director of the Kentucky Nonprofit Network, which hosts the event. “Five prizes were awarded to five nonprofits at 5:15 a.m. EST and more prize opportunities will be available throughout the day.”

Nearly 180 nonprofit organizations representing a wide range of causes are participating in the 24-hour event this year. For a list of the participating 501 (c)(3) charities and profiles of each, as well as real-time fundraising totals, visit www.kygives.org. You can also follow event progress on Twitter and Facebook, with the hashtag #kygives17.

Kentucky Gives Day is sponsored by Sleep Outfitters, Anthem Medicaid, and Anthem Blue Cross and Blue Shield in Kentucky. The Central Kentucky Community Foundation of Elizabethtown is a regional partner.

“Sleep Outfitters is excited to help our nonprofit community connect with Kentuckians to raise funds to support their vital work on Kentucky Gives Day,” said Kim Knopf, CEO. “This 24 hour opportunity allows each of us to be a philanthropist and Sleep Outfitters urges everyone to join with us to give to their favorite causes today.”

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

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About KNN: 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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