

PRESS RELEASE: FOR IMMEDIATE RELEASE
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People for Channahon Parks Foundation Joins the National #GivingTuesday Movement To Encourage Spending With A Purpose.

The People for Channahon Parks Foundation \$2M Capital Campaign for the development of Arroyo Trails, a significant and truly unique 75 acre park and trail system has joined #GivingTuesday, a first of its kind effort which will harness the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season.

Coinciding with the Thanksgiving Holiday and the kickoff of the holiday shopping season, #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they support and help create a better world.

Taking place December 2, 2014 – the Tuesday after Thanksgiving – #GivingTuesday will harness the power of social media to create a national moment around the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become days that are synonymous with holiday shopping.

Seeing an opportunity to channel the generous spirit of the holiday season to inspire action around charitable giving, a group of friends and partners, led by the 92nd Street Y (92Y), came together to find ways to promote and celebrate the great American tradition of giving. Thought leaders in philanthropy, social media and grassroots organizing joined with 92Y to explore what is working in modern philanthropy and how to expand these innovations throughout the philanthropic sector.

More than 10,000 nonprofit organizations have joined the movement and are providing creative ways people can embrace #GivingTuesday and collaborate in their giving efforts to create more meaningful results.

“#GivingTuesday is described as a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism,” said Tami Sender, Director of Development, People for Channahon Parks

Foundation. “The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together to help build a better world.”

The Capital Campaign for the development of Arroyo Trails, a significant and truly unique 75 acre park and trail system is one way donors can help to leave a lasting legacy for generations to come.

Plans call for nature trails nestled in a deep ravine, complete with a winding stream, access to the DuPage River and a flat meadow area perfect for kids and families to play and be out in Nature. Preliminary features include an amphitheatre, walking trails, outdoor fitness circuit, a shelter with restrooms, educational and arts and crafts areas, nature based play areas including a wooded playground and a stream water play area.

Those who are interested in joining the People for Channahon Parks Foundation’s Capital Campaign #GivingTuesday initiative can visit the link:

<http://www.peopleforchannahonparks.org/ArroyoTrailsSponsorshipPacketWeb.pdf>

Or can email Tami Sender @ TSender@peopleforchannahonparks.org (815-521-3011)

For more details about the #GivingTuesday movement, visit:

The #GivingTuesday website at www.givingtuesday.org,

Facebook page <https://www.facebook.com/GivingTuesday>

Follow #GivingTuesday <https://twitter.com/GivingTues> and the #GivingTuesday hashtag on Twitter.