



St. Charles City-County

LIBRARY FOUNDATION

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FOR IMMEDIATE RELEASE

Library Foundation Joins National #GivingTuesday Movement to Encourage Spending with a Purpose

Pledges to Use #GivingTuesday Gifts to Enhance Literacy



(St. Peters, MO – December 2, 2013) – The St. Charles City-County Library Foundation has joined **#GivingTuesday** in an effort to inspire personal philanthropy and encourage bigger, better and smarter charitable giving during the holiday season, showing that the world truly gives as good as it gets.

#Giving Tuesday, a new national day of giving added to the calendar in 2012, 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 holiday shopping season, **#GivingTuesday** will inspire people to take collaborative action to improve their local communities, give to the charities and causes they support and help create a better world. Taking place December 3, 2013 – the Tuesday after Thanksgiving – **#GivingTuesday** will utilize 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, today, synonymous with holiday shopping.

The Library Foundation joined **#GivingTuesday** to highlight the opportunity to give a vital gift – the gift of literacy. Focused on preparing young children to read and furthering lifelong learning for the whole family, the organization's Take 20 and Read campaign encourages people to read for 20 minutes each day. The Library Foundation works to ensure that every child is equipped with the early literacy skills necessary to learn to read by the time he or she begins kindergarten and encourages adults to read as well. Through

their Give 20 for Take 20 initiative, the Library Foundation will assist fragile families by providing books and parent resources to help make certain children from birth to age five are equipped with the tools necessary to read successfully.

“Much of what we see during the holiday season focuses on shopping and the search for the best deal. On #GivingTuesday we hope people will take part in the philanthropic spirit of the season and support an organization they feel a connection to and help improve our local community. A gift of \$20 to the Library Foundation allows us to provide Early Literacy Kits to three families. And of course, we feel the gift of literacy is the best holiday deal of all,” said Kristin Williams, Executive Director of the Library Foundation.

The Library Foundation is one of more than 8,300 organizations who have joined the #GivingTuesday movement this year. **#GivingTuesday** is endorsed by Committee Encouraging Corporate Philanthropy, Dorothy A. Johnson Center on Philanthropy, Giving Institute, Giving USA Foundation and InterAction. Charity Navigator, Givewell and GuideStar are serving as Charity Advisors. VolunteerMatch is a volunteer advisor to **#Giving Tuesday**.

Those who are interested in joining the St. Charles City-County Library Foundation’s **#GivingTuesday** initiative can visit <http://stchlibraryfoundation.org/> to make a gift to the Library Foundation. Follow the Library Foundation’s social media activities on Facebook <https://www.facebook.com/SCCCLibraryFoundation> and Twitter **@SCLibFoundation**.

For more details about the **#GivingTuesday** movement, visit the **#GivingTuesday** website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow #GivingTuesday (<https://twitter.com/GivingTues>) and the **#GivingTuesday** hashtag on Twitter.

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