

Celebrating the Generosity of Our Region

Sample Press Release

East Bay Community Foundation is conducting media outreach for East Bay Gives. If you are reaching out to your media contacts about your participation, please see the sample press release below you can incorporate into media outreach.

FOR IMMEDIATE RELEASE
[INSERT DATE]

Contact
[NAME], [ORGANIZATION NAME], [PHONE], [EMAIL]

[ORGANIZATION NAME] Joins East Bay Gives 2017
[ORGANIZATION NAME] Will Participate in the Bay Area's Giving Day to Raise Funds for [INSERT PROGRAM OR ISSUE DETAIL]

[CITY, CA] – [ORGANIZATION NAME] will participate in East Bay Gives 2017, a 24-hour online giving day that supports the important work of the Bay Area's nonprofits, taking place on Thursday, May 4, 2017. For the 4th annual day of giving, East Bay Gives aims to mobilize more than 40,000 people to give \$5 million to support hundreds of nonprofits in the East Bay, San Francisco and Silicon Valley.

[INSERT QUOTATION FROM ORGANIZATION EXECUTIVE DIRECTOR, BOARD CHAIR OR SPOKESPERSON]

[INSERT MORE DETAILED INFORMATION ON WHY YOUR ORGANIZATION IS PARTICIPATING IN EAST BAY GIVES, WHAT YOU HOPE TO ACCOMPLISH, AND DETAILS OF YOUR PARTNERS AND PAST EAST BAY GIVES PARTICIPATION, IF APPLICABLE]

In 2016, East Bay Gives successfully rallied more than 8,000 donors to raise more than \$1 million for the local nonprofits that make the East Bay region a special place to live, work and thrive, exceeding goals in every area.

"We are thrilled once again to host this important day to spark the generosity of our region and support the vital work that nonprofit organizations provide for our communities," said James W. Head, CEO, East Bay Community Foundation (www.ebcf.org), which organizes the event. "Through this day of giving, we increase access for everyone in our region to live in safe and healthy environments, to

have opportunities they need to succeed, and to enjoy not only basic necessities but also extras like abundant natural resources and cultural offerings.”

From midnight to 11:59 PM on May 4, anyone can visit www.EastBayGives.org from their computers, tablets, or phones and use the accessible online platform to select which nonprofits to give to. Since 2014, East Bay Gives has given people a chance to make a tremendous philanthropic impact in their communities, raising \$1,850,000 for 1,000 nonprofits.

ABOUT [YOUR ORGANIZATION NAME]

[INSERT YOUR ORGANIZATION BOILERPLATE]

ABOUT THE EAST BAY COMMUNITY FOUNDATION

The East Bay Community Foundation is a leading resource for mobilizing financial resources and community leadership to transform the lives of people in the East Bay with pressing needs. The Foundation supports children’s success by focusing on the critical period of birth to third grade and enhancing economic opportunities for adults and families, particularly those with significant barriers to achieving employment and financial stability. For more information: <http://www.ebcf.org>. On Twitter: [@EastBayCF](https://twitter.com/EastBayCF)