



PRESS ADVISORY

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Kentucky Nonprofit Network, Inc. announces first-ever Kentucky Gives Day

Charitable nonprofits encouraged to participate in statewide day of online giving

LEXINGTON – Kentuckians and nonprofits will come together for a powerful day of action on Wednesday, April 24, 2013. Kentucky Nonprofit Network, Inc., the state’s association of nonprofits, has announced Kentucky Gives Day, the first-ever statewide day of giving. Presented by Anthem Blue Cross and Blue Shield in Kentucky, Kentucky Gives Day is an innovative online fundraising event that encourages Kentuckians to donate as much money as possible in support of their favorite charities in just twenty-four hours.

Nonprofits interested in boosting or launching their online fundraising efforts with Kentucky Gives Day are encouraged to visit kygives.org as soon as possible, said Danielle Clore, executive director of Kentucky Nonprofit Network, Inc. “A statewide gives day has proven to be a successful model, and we’d like to see as many charities as possible benefit from the collective generosity of Kentuckians,” Clore said. “Our goal is to raise as much money as possible for as many charities as possible in one day – really showcasing the power of philanthropy.” Any 501(c)(3) organization incorporated in Kentucky is eligible and there is no cost to participate.

Kentucky Gives Day begins at midnight EST on April 24 and continues until 11:59pm EST. Kentuckians will go online to 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 donate.

Media partners have come together to provide the visibility needed to urge Kentuckians to visit the Kentucky Gives Day website on April 24 and make donations to their favorite charities. Clear Channel and the Kentucky News Network are Official Radio Partners and Official Television Partners include WKYT, Lexington; WAVE 3, Louisville; WYMT, Hazard; WBKO, Bowling Green; and WFIE, Owensboro.

“Clear Channel Media and the Kentucky News Network are thrilled to be on board to provide the powerful statewide messaging needed to drive a giving event of this magnitude,” said Gene Guinn, Director of Sales, Clear Channel Media & Entertainment. “We’re fully committed to Kentucky Gives Day and excited to be able to help so many across our Commonwealth.”

Anthem Blue Cross and Blue Shield in Kentucky is a presenting sponsor. “For 75 years, Anthem Blue Cross and Blue Shield has worked to improve the health of Kentucky residents,” said Deb Moessner, president. “We are proud to be part of Kentucky Gives Day, and I’m confident that Kentuckians will take advantage of this giving opportunity and help support the good work of nonprofit organizations across the Commonwealth.” Additional sponsors and partners include the Community Foundation of Louisville and Toyota Motor Manufacturing, Kentucky, Inc. A few sponsorship opportunities remain.

“The Kentucky Gives Day partnership of the Kentucky Nonprofit Network, Inc., media and sponsors will allow us to reach Kentuckians from border to border. Nonprofits interested in taking advantage of this powerful day of action need to

connect with us as soon as possible to make the most of this opportunity to raise needed funds for their mission and the communities they serve,” Clore added.

About the Kentucky Nonprofit Network, Inc.:

The Kentucky Nonprofit Network, Inc. serves, strengthens and advances Kentucky’s nonprofit organizations. The state association of nonprofits in the Commonwealth, Kentucky Nonprofit Network, Inc. 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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