



#GIVINGTUESDAY™

Media Contact:

Ryan Narramore, Southwest Human Development, 602-633-8624, RNarramore@swhd.org

**Southwest Human Development helps ‘Get Out the Give’
as part of national #GivingTuesday awareness effort**
*Celebrates inaugural National Day of Giving by encouraging support
for Arizona’s children and families*

PHOENIX (Nov. 21, 2012) – Southwest Human Development has joined nonprofit organizations across the country to take part in the inaugural #GivingTuesday on Nov. 27 – the Tuesday after Thanksgiving, following the famed “Black Friday” and “Cyber Monday.” This nationwide movement will harness the power of charities, families, businesses and individuals to transform how people think about, talk about and participate in the giving season.

More than 1,400 organizations like Southwest Human Development, Arizona’s largest community-based organization of its type dedicated to early childhood programs and services, will participate in #GivingTuesday, enabling people in all 50 U.S. states aiming to improve their local communities to give back in better, smarter ways to the charities and causes they support.

“#GivingTuesday is a great opportunity for the community to come together in support of charitable organizations here in the Valley,” said Ryan Narramore, spokesperson for Southwest Human Development, which serves more than 135,000 children and families each year. “So much attention is drawn toward all of the ‘Black Friday’ and ‘Cyber Monday’ deals and chaos ... #GivingTuesday will be able to help remind people about the positive difference they can make during the holiday season.

Founded in 1981, Southwest Human Development has long been recognized as a leader in providing comprehensive services for children ages birth to five and their families in five primary areas: child health and development, Easter Seals disabilities services, Head Start, early literacy and training for early childhood professionals.

To help make a difference on #GivingTuesday, consider making a tax-deductable donation to one of Arizona’s much-deserving nonprofit organizations. For more information about Southwest Human Development or to make a financial contribution, please visit www.swhd.org/donate.

For more details about the #GivingTuesday movement, please visit www.givingtuesday.org or follow the #GivingTuesday hashtag on Twitter.

###