

## GIV3 CHALLENGES CANADIANS TO FEEL GREAT GIVING For Immediate Release Sep 6, 2011

**Montreal, QC – September 6, 2011:** To encourage more charitable giving, GIV3 is asking Canadians to join the movement to Feel Great Giving - by pledging to give a little more money, volunteer a few more hours and tell three friends. Individuals can take the GIV3 Pledge at [www.GIV3.ca](http://www.GIV3.ca) or on the GIV3 Facebook page, [www.facebook.com/GIV3Canada](http://www.facebook.com/GIV3Canada).

“At this time of great uncertainty for the non-profit sector, we invite all Canadians to show their support for the great work Canadian charities are doing,” said John Hallward, Chairman of GIV3. “Everyone can find a cause that they care about and we want Canadians to come together to do a little bit more.”

A little bit more can make a huge difference to the charitable sector. “If Canadians gave just 1% of income to charity on average, it would result in an additional \$2 Billion, annually,” said Hallward.

Beginning today, the GIV3 website and Facebook pages will feature a pledge that visitors can take by clicking one button to show that they support the GIV3 mission. “We’re not collecting money, just asking Canadians to think about what they can do,” explained Hallward.

### The GIV3 Pledge:

#### **From now on I will:**

- **Volunteer a little more time**
- **Give a little more money**
- **Encourage my friends to join me**



The GIV3 mission is to encourage more Canadians to be more charitable. The organization’s strategy is to teach and encourage Canadians to give 3% of income, volunteer 3 hours per month and tell 3 friends about the importance of charity. Giving can be to any charitable or non-profit organizations – so GIV3 benefits all charities. The GIV3 web site, [www.giv3.ca](http://www.giv3.ca) provides information about philanthropy in Canada and includes a donation calculator which allows visitors to learn what Canadians believe they should be giving.

- 30 -

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