

RE-THINK YOUR LAST MINUTE CHRISTMAS GIVING
For Immediate Release
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Montreal, QC – December 19, 2011: This week, thousands of Canadians will flock to stores looking for something (anything) to buy for the people on their Christmas list. A recent survey by Ipsos and GIV3 found that 25% of Canadians over the age of 35 would rather have a donation made in their honour than receive a gift they don't need.

“Why give Uncle Richard or Aunt Bea some random gift you grabbed at the last minute, when they would be happier with a donation in their honour?,” asks John Hallward, Chairman of GIV3. “Giving feels great and this is a great way to pass on that feeling to others.”

In fact, studies have shown that people who give to charity are happier and that philanthropy creates an immediate feeling of well-being for the generous. “Try giving to charity this year and see how it feels,” said Hallward. “You might be surprised to learn that Uncle Richard is happier with your gift than he would have been with another reindeer sweater.”

The GIV3 website provides links to over 120 Canadian charity partners that could use your support. You can find out more at www.GIV3.ca.

The GIV3 mission is to encourage more Canadians to be more charitable. The organization's strategy is to encourage more donations, more volunteering and more conversations (teaching, encouraging, thanking others). Giving can be to any charitable or non-profit organizations – so GIV3 benefits all charities. The GIV3 web site, 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.

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