



FOR IMMEDIATE RELEASE
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Trident United Way Reminder: “GivingTuesday” is just one week away

Black Friday and Cyber Monday are for spending. Next Tuesday, Dec. 3 is for helping.

NORTH CHARLESTON, S.C. – Thanksgiving, Black Friday and Cyber Monday are all holiday traditions involving consumption and now Trident United Way is asking folks to put an even more important day on their calendar that focuses on giving back: [GivingTuesday](#).

Established in 2012 as a kickoff to the holiday giving season, GivingTuesday happens on the first Tuesday after Thanksgiving and has become a worldwide philanthropic event.

Trident United Way will direct proceeds from the Dec. 3rd GivingTuesday event to support the [AmeriCorps Family Navigator program](#).

“GivingTuesday is a time for us to step back from our holiday shopping and think about how a small fraction of that gift spending can go a long way in helping our community,” said Chloe Knight Tonney, Trident United Way president and CEO. “We’re proud to support the work AmeriCorps does in the Tri-County region and it’s important to emphasize every dollar collected on GivingTuesday stays in our community so our neighbors can make progress on their path to financial stability.”

Last year, more than 3.6 million people from 150 countries raised \$400 million on GivingTuesday. Trident United Way will keep the momentum going this year to fuel critical education, financial stability and health needs here in the Tri-County.

For those who want to get a head start on their GivingTuesday gift, simply click [here](#) to make a donation to the Trident United Way.

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Trident United Way is a catalyst for measurable community transformation through collective impact in education, financial stability and health.