

Heart Niagara Joins the Global #GivingTuesday Movement

Organization hopes to redefine the giving spirit this holiday season

Niagara Falls - November 22, 2016: Heart Niagara has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide.

Occurring this year on November 29, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

Heart Niagara is encouraging the community to participate in #GivingTuesday on November 29 by donating to the registered non-profit charity which has been dedicated to the prevention of heart disease for nearly 40 years.

In July 2016, Heart Niagara relocated to 4635B Queen Street in Niagara Falls. The new space has allowed the organization to increase services and improve access to programming in Niagara.

The relocation has also created program development and moving costs, which were estimated at \$60,000. The money raised during #GivingTuesday will go towards the organization's "We're on the Move" fundraising campaign.

Last year, Heart Niagara visited over 20,000 people in Niagara through the Healthy Heart Schools' Program, community preparedness, diagnostic services, smoke cessation and corporate wellness initiatives.

"Heart Niagara relies on community events, donations and grants to continue our investment in the health of Niagara families," said Heart Niagara's executive director, Karen Stearne.

Since its founding in 2012, #GivingTuesday has inspired giving around the world, resulting in greater donations, volunteer hours, and activities that bring about real change in communities.

Those who are interested in joining Heart Niagara's #GivingTuesday initiative can visit <https://www.canadahelps.org/giv3/5499> or call 905-358-5552, email info@heartniagara.com.

For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on social media.

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GIVING TUESDAY™



For further information contact:

Heart Niagara Inc.

Phone: 905-358-5552

Email: info@heartniagara.com

Web: heartniagara.com

For 39 years, Heart Niagara has been providing cardiac health education and services to the region on a non-profit level, relying on the generosity of the community to support its programs.

Making Niagara Heart Healthy Since 1977