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National Organizations for Youth Safety Joins Global #GivingTuesday Movement with Campaign for Youth Serving Non-Profits

ALEXANDRIA, VA – In support of #GivingTuesday, November 28, 2017, a global day of giving to encourage philanthropy and celebrate generosity, the National Organizations for Youth Safety (NOYS) has launched a promotional campaign to highlight it's youth serving non-profit partners.

Giving Tuesday is held annually on the Tuesday after Thanksgiving (in the US) following the widely recognized shopping events Black Friday and Cyber Monday. NOYS kicked off its campaign 30 days before Giving Tuesday in an effort to build momentum around much needed support for it's youth serving non-profit partners. "It truly does take a village to raise a child", says April Rai, Interim Executive Director of NOYS, "Today's school-aged youth face so many difficult challenges. Our youth serving non-profit partners combat some of the toughest issues from suicide and substance abuse to distracted and drunk driving all while teaching youth about personal and community leadership. These organizations that serve and protect youth deserve to be recognized, thanked and supported."

The campaign launched October 30th in the NOYS' Monday Morning Headlines digital publication and on NOYS' social media platforms: Facebook and Twitter @NOYSnews. "We have been incredibly inspired by the generosity in time, efforts and ideas that have brought our concept for a worldwide movement into reality," said Henry Timms, founder of #GivingTuesday and executive director of 92Y. "As we embark on our sixth year of #GivingTuesday, we are encouraged by the early response from partners eager to continue making an impact in this global conversation."

Those interested in supporting the National Organizations for Youth Safety #GivingTuesday campaign can visit <https://noys.org/giving-tuesday-2017>. The logo's of youth serving non-profit partners are listed with direct links to their individual #mygivingstory and donation pages.

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National Organizations for Youth Safety (NOYS) is a coalition of national non-profit and youth serving organizations, government agencies, and for-profit businesses working together toward the common goal of addressing critical safety issues that affect youth in the United States. NOYS builds partnerships to save lives, prevent injuries, and promote safe and healthy lifestyles among all youth while encouraging youth empowerment and leadership. For more information visit www.noys.org

#GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday falls on November 28. #GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:
www.givingtuesday.org