

MEDIA ALERT

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**ARIZONA
GIVES ★ DAY**
APRIL 4, 2017



5th Annual Arizona Gives Day Scheduled for April 4, 2017

What: Arizona Gives Day is a statewide, 24-hour period of online giving to Arizona nonprofits. Since its creation in 2013, Arizona Gives Day has raised over \$7.4 million statewide. Last year, nearly \$3 million was raised through the generosity of 16,450 donors. Anyone who is passionate about their community, supports a specific cause or wants to make a difference in Arizona should participate.

When: Tuesday, April 4, midnight to 11:59 p.m.

Where: Online at www.azgives.org

Who: Arizona Gives Day is organized by the [Alliance of Arizona Nonprofits](#) and [Arizona Grantmakers Forum](#). [FirstBank](#) is the presenting sponsor of Arizona Gives Day.

Why: The goal of Arizona Gives Day is to grow and strengthen the spirit of philanthropy across the state. Anyone, regardless of the size of their contribution, can be a philanthropist!

Photo and TV Opportunities: Nonprofits throughout Arizona will be holding fundraising appeals and events to rally their supporters. The Alliance of Arizona Nonprofits can connect media with nonprofits in their local communities and organize interviews with staff and volunteers who are passionately working to improve our state. In the days following the event, fundraising winners will be presented with checks, at which time there will be additional opportunities to conduct interviews.