

#GIVINGTUESDAY™



FOR IMMEDIATE RELEASE

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Lake Hopatcong Foundation joins the national #GivingTuesday movement to encourage spending with a purpose

LAKE HOPATCONG (December 2, 2013)—The Lake Hopatcong Foundation has joined #GivingTuesday, a first-of-its-kind effort that will harness the collective power of a unique blend of partners—charities, families, businesses, and individuals—to transform how people think about, talk about, and participate in the giving season.

In the spirit of the season, an anonymous donor has agreed to match all donations made to the Lake Hopatcong Foundation on Tuesday, December 3, 2013. Donations can be dropped off at the LHF office that day (37 Nolan's Point Park Road, Lake Hopatcong, NJ 07849), and staff will provide homemade cookies and hot chocolate to anyone who visits with a donation on Tuesday. Donations can also be made online throughout the day, or mailed to the LHF – any donations postmarked December 3 will be a part of the #GivingTuesday matching effort.

“This is a wonderful opportunity for people to close out the shopping and consuming-oriented part of the post-Thanksgiving weekend and give back to the community,” said Jessica K. Murphy, president of the Lake Hopatcong Foundation. “We very much appreciate the generosity of our donor and of all of our supporters.”

Coinciding with the Thanksgiving holiday and the kickoff of the holiday shopping season, #GivingTuesday is meant to inspire people to take collaborative action to improve their local communities, give back and better and smarter ways to the charities and causes they support, and help create a better world. The purpose is to create a national moment around the holidays dedicated to *giving*, similar to how Black Friday and Cyber Monday have become synonymous with holiday shopping.

“It’s been a privilege to work with remarkable leaders all over the county building a movement around #GivingTuesday,” said Henry Timms, interim executive director of the 92nd Street Y, which collaborated with friends and partners to start the #GivingTuesday movement. “This initiative has truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.”

To learn more about the Lake Hopatcong Foundation, go to www.LakeHopatcongFoundation.org or to go the LHF’s #GivingTuesday page at <http://givingtuesday.org/partner/lake-hopatcong-foundation/>.

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