

For more information:
Mike Rusch
COO/Chief Catalyst, Pure Charity
479.553.9005
media@purecharity.com
GenerousTuesday.com
PureCharity.com

For Immediate Release

Generous Tuesday kicks off holiday giving season Event inviting all to ‘Live Generously’ with their time, money and talents

November 20, 2012— Individuals, non-profits, and businesses are coming together to remember what the giving season is truly about—giving back.

Nov. 27 has been declared Generous Tuesday and individuals, families, non-profits and businesses are invited to take a pledge to “Live Generously” with their time, money and talents. From Nov. 27 through the end of 2012, the Pure Charity Community plans to impact one million lives.

“Our concept of the holiday season has continually evolved. Over time, we’ve added labels to describe our perception of its meaning and purpose,” said Josh Copher, Founder and Chief Giver at Pure Charity. “Black Friday, Small Business Saturday, Cyber Monday. These labels have overshadowed the true message of the holiday giving season: generosity.”

Pure Charity (purecharity.com) is a place where individuals, businesses and charities come together to actively fund projects from non-profit organizations in six categories: health, opportunity (education, etc.), water, disaster relief, freedom and food. The platform is global, but there are Northwest Arkansas organizations involved, giving local people the opportunity to engage in their community.

When people sign up for Pure Charity, they are able to contribute to designated projects in several specific ways. They can select a project to immediately fund. They can place money in their own account and receive an immediate charitable deduction then decide over time which projects to fund. Or, they can shop at more than 1,000 online partner merchants (including nearly every top brand including Walmart, Gap, Pottery Barn, Apple and more than 30,000 daily deals with great local stores) and a portion of each purchase will be credited to their giving fund to give toward the project of their choosing. The Pure Charity Community provides ways for people to engage in charitable projects and it opens new revenue streams for the charities.

Generous Tuesday does not have to be necessarily about donating money. The website GenerousTuesday.com offers ideas for individuals, families, non-profits and businesses to become involved in the idea of living generously.

“Generosity is defined as the habit of giving without expecting anything in return,” Copher said. “It can involve offering talents, money or time to aid someone in need.”

When people take the pledge to “Live Generously” on GenerousTuesday.com, they’re invited to share their story with friends and invite them to join in the adventure.

To learn more about Pure Charity, view this video: <http://vimeo.com/35318032>