

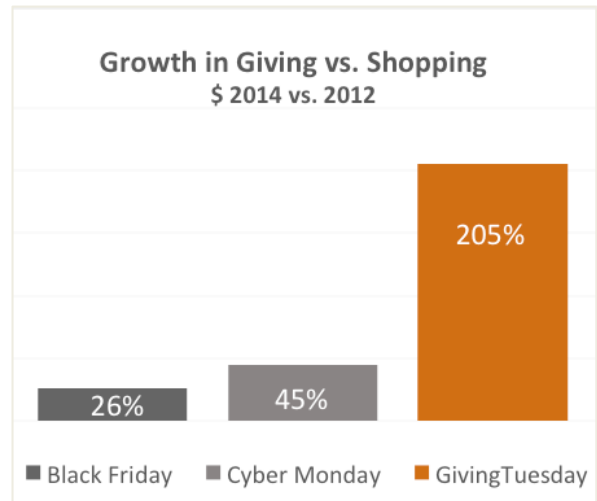
GIVINGTUESDAY GROWS FASTER THAN BLACK FRIDAY IN CANADA

MONTREAL, QC – November 25, 2015 – Two years ago few Canadians had heard of Black Friday. Now, you'd have to be living under a rock to miss the hype.

While Black Friday and Cyber Monday continue to grow in Canada, with 2014 showing another year of increased consumer activity, **GivingTuesday** has shown that there's a counterpoint to all the consumerism. Canadian retailers have enjoyed two years of strong growth from Black Friday and Cyber Monday according to a report from Moneris. Black Friday and Cyber Monday sales revenues increased 26% and 45% respectively compared to 2012. In the same period, the value of donations on **GivingTuesday** grew an astounding 205% according to figures released by CanadaHelps.

December 1st 2015, GivingTuesday is a global day of giving, started in Canada in 2013 by The GIV3 Foundation and CanadaHelps. More than 4,200 Canadian charities and businesses have joined the movement so far. Just as Black Friday kicks off the holiday shopping season, GivingTuesday is the opening day of the giving season.

"Obviously, the total amount of money spent shopping on Black Friday far exceeds the value of donations made on **GivingTuesday**," said Lys Hugessen, president of GIV3. "However, we think it's very encouraging to see the growing spirit of giving. **GivingTuesday** is increasingly seen as a time to turn our attention to the community and support our charities of choice."



What's happening in your community on December 1st to celebrate GivingTuesday?

GivingTuesday is expected to have another great year in 2015. With thousands of partner organizations taking part, the movement is gaining momentum in every region of the country. An interactive map of **GivingTuesday** partners on givingtuesday.ca shows participation in every province and territory. This year, many local groups and mayors are rallying from coast to coast in cities like Halifax, Montreal, Ottawa, Mississauga, Waterloo, Winnipeg, Calgary and Vancouver to plan city-wide GivingTuesday celebrations. Find out more at www.givingtuesday.ca.

"We're so excited to see the momentum," says Marina Glogovac, president and CEO of CanadaHelps. "With more than 4,200 partners and 24 civic groups working together, participation is at its highest level ever. Thank you to every Canadian who is getting involved this year and making a commitment to giving back."

The impact of **GivingTuesday** goes well beyond charitable donations, inspiring generosity in all its forms. On December 1st and throughout the holiday giving season, Canadians celebrate giving in whatever way is meaningful for them – volunteering their skills, giving blood, holding clothing drives, helping at a local food bank, talking with their kids about philanthropy, or spreading the word on social media.

About GivingTuesday (#GivingTuesdayCA)

GivingTuesday was launched in Canada in 2013 by GIV3 and CanadaHelps.org and lists 15 [founding partners](#). GivingTuesday is a day for the entire charitable sector and encourages all Canadians to join the movement and give and volunteer for charities of their choice. GivingTuesday was originally founded in 2012 in the US by 92Y and the UN Foundation. www.givingtuesday.ca

About GIV3

GIV3 is a movement of The GIV3 Foundation, a registered Canadian charity with a unique mission: to encourage more Canadians to be more giving (greater Giving, Inspiration, Volunteering). GIV3 does not represent any specific charity but encourages Canadians to give to any registered charities of their choice. www.giv3.ca

About CanadaHelps.org

CanadaHelps.org enables donors to safely donate and fundraise online for any registered Canadian charity and provides charities the secure online fundraising platform they need to succeed. As a registered charity itself, CanadaHelps' mission is to promote - and ultimately increase - charitable giving in Canada by providing accessible and affordable online technology to both donors and charities. www.canadahelps.org

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Sources:

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