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FOR IMMEDIATE RELEASE

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Women's Dermatologic Society Joins the Global #GivingTuesday Movement WDS Pledges to Raise \$15,000 through "Petals with Purpose" Campaign

Milwaukee, WI – The Women's Dermatologic Society, (WDS) has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide.

Occurring this year on November 28, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the US) and the widely recognized shopping events Black Friday and Cyber Monday, to kick off the holiday giving season and inspire people to collaborate in improving their local communities, and to give back in impactful ways to the charities and causes they support.

The Petals with Purpose campaign has tasked WDS leadership in raising \$750 to grow their rose and support their future leaders. The final goal is to raise \$15,000 to support resident members to attend the Member Enrichment Leadership Development (MELD) Forum in Dallas, TX in January 2018. This annual event helps residents gain guidance for their careers and connect with mentors in an intimate setting.

"We gained such valuable leadership skills and examples to take back to our programs," said Dermatologist Mara Weinstein, MD, who has attend the MELD forum in the past as a resident.

Those who are interested in joining WDS's #GivingTuesdayWDS initiative can visit www.womensderm.org/support/givingtuesday to make a gift.

About the Women's Dermatologic Society (WDS)

The Women's Dermatologic Society, founded in 1973, is dedicated to helping dermatologists fulfill their greatest potential and assisting them in making a contribution to our specialty and society. To achieve this goal, the Society relies on the active participation of its members, who represent a diverse cross-section of professional sub-specialties.

To learn more about the Women's Dermatologic Society or to stay up to date on events visit:

Website: www.womensderm.org

Facebook: www.facebook.com/womensdermsociety

Twitter: twitter.com/WomensDerm

Instagram: www.instagram.com/womensdermsociety

About #GivingTuesday

#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



#GIVINGTUESDAY™



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:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues