



MediaMax Network
200 Summit Lake Drive, Ste. 250
Valhalla, NY 10595
Tel: 800-753-5370
www.mediamaxnetwork.com

FOR IMMEDIATE RELEASE

MediaMax Network Joins the National #GivingTuesday Movement to Encourage Giving Back

November 9, 2017 – Valhalla, NY – MediaMax Network (MMN), the leading provider of integrated local advertising solutions, 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.

As part of its [MAXCommunity](#) initiatives, MediaMax will be conducting a companywide food drive and donating to the Mount Kisco Interfaith Food Pantry, based in Westchester, NY. Hunger is an increasingly suburban problem. Mirroring a national trend, most Westchester feeding programs—pantries, soup kitchens, and other outreaches—have transitioned from “emergency providers” to regularly supplementing residents’ diets. A recent study reveals that since the year 2000, suburban poverty has increased by 65 percent, almost double the growth rate in urban areas. The Mount Kisco Interfaith Food Pantry is set up to solve these challenges. Its setup mimics a grocery store; users can shop for fresh produce in addition to non-perishable staples. Free classes also help educate clients—many of whom hold minimum-wage jobs—about nutrition.

“MediaMax is delighted to participate in this movement. Working closely with our community, partners and clients to drive fundraising, build awareness, or simply to educate others, has always been in our company DNA,” stated Steve Portnoy, CEO of MediaMax. “We hope that our participation sheds light on the critical issues that challenge our society.

92Y – a cultural center in New York City that, since 1874, has been bringing people together around its core values of community service and giving back – conceptualized #GivingTuesday as a new way of linking individuals and causes to strengthen communities and encourage giving. In 2016, the fifth year of #GivingTuesday, millions of people in 98 countries came together to give back and support the causes they believe in. Over \$177 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

“We have been incredibly inspired by the generosity in time, efforts and ideas that have brought our concept for a worldwide movement into reality,” said Henry Timms, founder of #GivingTuesday and executive director of 92Y. “As we embark on our sixth year of #GivingTuesday, we are encouraged by the early response from partner’s eager to continue making an impact in this global conversation.”

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 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

About MediaMax Network

Founded in 2003, MediaMax Network partners with the world's leading media and digital marketing companies to provide geo-targeted print, data, and digital advertising solutions in hundreds of local markets throughout the U.S. and Canada. As the exclusive local advertising partner of Condé Nast, MMN delivers integrated local ad programs to more than 1,000 clients across a wide range of vertical markets including financial services, travel, healthcare, professional services, and more.

Additional information is available at www.mediamaxnetwork.com, on the company's [MAXTalk](#) blog, [LinkedIn](#), [Twitter](#), and [Facebook](#).

Press Contact

Jackie S. Graziano | 914.468.8415 | jgraziano@mediamaxnetwork.com

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