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**Hospice of Northwest Michigan Joins the National #GivingTuesday Movement To Encourage Spending With A Purpose**

**Charlevoix/Emmet/Antrim/Otsego** – Hospice of Northwest Michigan 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. Coinciding with the Thanksgiving Holiday and the kickoff of the holiday shopping season, #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they support and help create a better world.

Taking place December 2, 2014 – the Tuesday after Thanksgiving – #GivingTuesday will harness the power of social media to create a national movement around the holidays dedicated to *giving*, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping. “#GivingTuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism,” said Kathy Calvin, CEO of the UN Foundation. “The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together to help build a better world.”

Hospice of Northwest Michigan joined the #GivingTuesday movement as a way to channel the generous spirit of the holiday season and to inspire action around charitable giving. Those who are interested in joining the Hospice of Northwest Michigan’s virtual #GivingTuesday initiative can visit [www.hospicenwm.org](http://www.hospicenwm.org) and click on the Donation button. You are also invited to join and share our Facebook virtual event at Hospice of Northwest Michigan’s Facebook page [hospice.nwmi@facebook.com](https://www.facebook.com/hospice.nwmi@facebook.com) and post your “Unselfies”. These are photos of yourself pledging to give. “On Black Friday and Cyber Monday, we shop for gifts to give to people we care about. This movement inspires us as a community to give to causes we care about. So I challenge each of you to give to a cause as a gift to those you care about. Charitable giving keeps on giving for so much longer than just a holiday season” said Amy Wieland, Executive Director of Hospice of Northwest Michigan.

Today, more than 10,000 organizations have joined the movement and are providing creative ways people can embrace #GivingTuesday and collaborate in their giving efforts to create more meaningful results. “It’s been a privilege to work with remarkable leaders all over the country building a movement around #GivingTuesday,” said Henry Timms, 92Y’s Executive Director. “This initiative has truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.” For more details about the #GivingTuesday movement, visit the #GivingTuesday website ([www.givingtuesday.org](http://www.givingtuesday.org)), Facebook page (<https://www.facebook.com/GivingTuesday>).

The Health Department of Northwest Michigan is mandated by the Michigan Public Health Code to promote wellness, prevent disease, provide quality healthcare, address health problems of vulnerable populations, and protect the environment for the residents and visitors of Antrim, Charlevoix, Emmet, and Otsego counties. For additional information about Hospice of Northwest Michigan, call (800) 551-4041 or visit [www.hospicenwm.org](http://www.hospicenwm.org).