

Contact
Dana Howard
New Mexico Direct Caregivers Coalition
Dana@nmdcc.org



Press Release

New Mexico Direct Caregivers Coalition Joins #GivingTuesdayNM Movement!

Bernalillo, NM, October 4, 2017: New Mexico Direct Caregivers Coalition 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. On November 28, supporters can make an online donation to New Mexico Direct Caregivers Coalition and encourage their social media networks to give.

#GivingTuesday is a global movement reaching millions annually. It is held on the Tuesday after Thanksgiving and the widely-recognized shopping events Black Friday and Cyber Monday. #GivingTuesday kicks off the holiday giving season and inspires people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

All funds received by the New Mexico Direct Caregivers Coalition on November 28th will go directly to ensuring the more than 400,000 frontline healthcare workers and caregivers in New Mexico lead healthier, happier lives. “Giving Tuesday provides the New Mexico Direct Caregivers Coalition the wonderful opportunity to join thousands of organizations around the world in highlighting the need to focus on generosity during the holiday season, a time that can seem overly focused on what we can buy, rather than what we can give,” said Brittany Karnezis, the organization’s Program Manager. “We’re looking forward to seeing how we New Mexicans give back.”

Those who are interested in joining New Mexico Direct Caregivers Coalition’s #GivingTuesdayNM initiative can visit www.nmdcc.org, www.facebook.com/NewMexicoDirectCaregiversCoalition or www.twitter.com/nmcaregivers. For more details about the #GivingTuesdayNM movement, visit the website at www.givingtuesdaynm.org or follow the #GivingTuesdayNM hashtag on social media.

About New Mexico Direct Caregivers Coalition

New Mexico Direct Caregivers Coalition is a statewide organization created in 2009 to promote the voice of family and professional caregivers. Our mission is to advocate for a well-trained, diverse frontline healthcare workforce, promoting education, training, better wages and benefits, and leadership development for and with caregivers. We achieve these goals through convenings, trainings, Listening Sessions and support groups.

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For immediate release