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The Paramus Post

Monday, November 30 2015 @ 12:29 PM EST

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Habitat Bergen Joins the #GivingTuesday Social Movement

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By Press Release Wednesday, November 25 2015 @ 03:22 PM EST

ORADELL, NJ, November 30, 2015 – Habitat for Humanity of Bergen County (Habitat Bergen) 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 December 1, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the U.S.) 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.

Anyone can support Habitat Bergen on #GivingTuesday by dining at Blue Moon Mexican Café at its Englewood, Woodcliff Lake or Wyckoff location. When guests print and present the flyer on Habitat Bergen's website, (www.habitatbergen.org), the restaurant will donate 20% of the total check to Habitat Bergen.

Habitat Bergen will also host a team of volunteers on its Sandy Restoration job site in Hackensack. Volunteers will work on completing the last of the Superstorm Sandy critical home repairs which are due to be completed by December 20th.

"My role affords me the opportunity to meet thousands of people each year. One thing that is consistent amongst them all is their desire and willingness to give back. Their generosity provides our organization with the opportunity to continue providing affordable housing to hardworking Bergen County families," said Jacey Raimondo, Habitat Bergen Executive Director. "#GivingTuesday provides our supporters with an interactive platform to make an impact in our community by raising funds and awareness."

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



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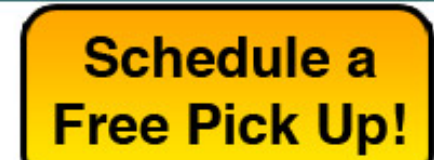
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and encourage giving. In 2014, the third year of the movement, #GivingTuesday brought together 30,000 partners in 68 countries and registered 32.7 million impressions on Twitter, with its eponymous hashtag mentioned 698,600 times.

“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 fourth year of #GivingTuesday, we are encouraged by the early response from partners eager to continue making an impact in this global conversation.”

Those who are interested in joining Habitat Bergen's #GivingTuesday initiative can visit www.habitatbergen.org. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org) or follow the #GivingTuesday hashtag on Twitter.

For more information about Habitat for Humanity of Bergen County, contact Nicole Murray at NicoleM@habitatbergen.org or 201.457.1020.

About Habitat for Humanity of Bergen County

The goal of Habitat Bergen is to eliminate poverty housing and homelessness from the face of the earth by working in partnership with people in need. Using volunteer labor and donated funds and materials, Habitat Bergen builds or rehabilitates simple, decent houses and sells them to low-income families at cost, but with no interest added. Habitat Bergen is a people-to-people partnership, which joins all of us together regardless of race, nationality, religion, or socioeconomic status. That partnership begins with the homeowner families (partner families). Habitat Bergen is not a giveaway program, but a joint venture in which those who benefit from the housing ministry are involved in the work at various levels. They help with the construction of their own home, as well as the houses of their neighbors.

About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give. It culminated with a global day of giving on December 2, 2014. This effort harnesses 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. #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 celebrate and help create a better world. #GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world.

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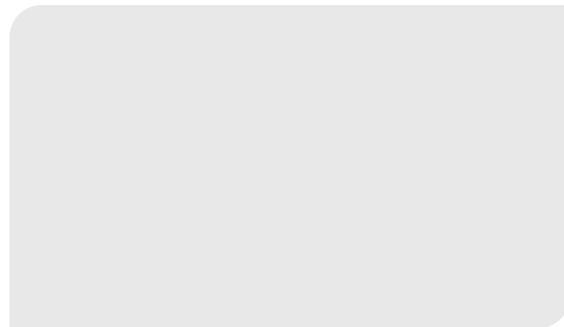
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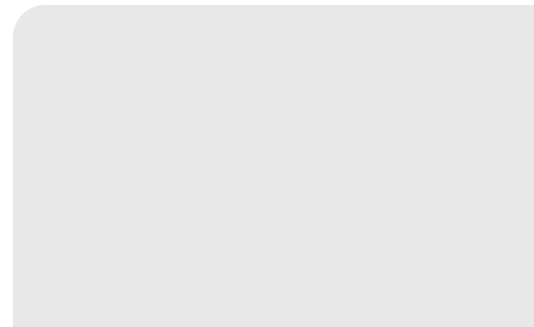
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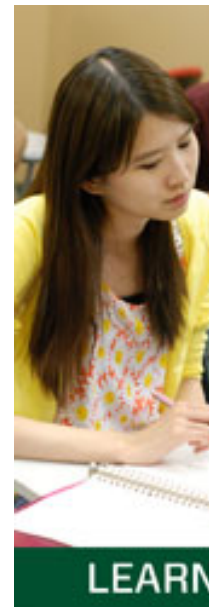
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