

FOR IMMEDIATE RELEASE

November 26, 2014

Place2Give launches GivingTuesday Motif Giving Campaign to kick off start of 'Giving Season'

The organization has also launched solutions to help others get involved with GivingTuesday

Calgary, Canada – Place2Give is proud to announce that they are joining the [GivingTuesday](#) movement for a second year in a row. GivingTuesday is a global movement that 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.

Taking place December 2, 2014 – the Tuesday after Black Friday and Cyber Monday – GivingTuesday harnesses the power of social good (and social media) to create a national movement around the holidays dedicated to giving, similar to how the shopping days have become synonymous with holiday shopping. This year, there is a special initiative led by members of the Calgary community to promote GivingTuesday on a local level - GivingTuesdayYYC. In addition to Place2Give, partners include the Calgary Public Library, Acts of Random Kindness, Bgenerus, and the Calgary Chamber of Voluntary Organizations.

As a partner in the initiative to encourage GivingTuesday on a local level, Place2Give has created a [GivingTuesday Motif Giving Campaign](#) to promote and drive donations towards 20 charities that are near to the Place2Give team's hearts. The company has also launched several technology solutions to help other companies and individuals set up their own GivingTuesday initiative – myPlace2Give.com and Motif Giving Campaigns.

"GivingTuesday is opening up the discussion about how we give during the holiday season on a wider scale." says Gena Rotstein, CEO & Founder of Place2Give and Dexterity Ventures Inc. "As one of the local organizations supporting the movement this year, we are encouraging the business community and individuals to make a donation. The Place2Give GivingTuesday campaign will run from December 2 - 31."

For more information about GivingTuesday, the Place2Give GivingTuesday Motif Giving Campaign, how you can get involved with GivingTuesday, and to donate, please visit <http://www.place2give.com/GivingTuesday2014.aspx>.

For more information about the local Calgary GivingTuesday movement, please visit the GivingTuesdayYYC Facebook page (<https://www.facebook.com/GivingTuesdayYYC>) and follow the hashtag #GivingTuesdayYYC.

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Notes to Editors:

Dexterity Ventures Inc.

Place2Give was developed by Dexterity Ventures Inc. Dexterity Ventures Inc. focuses on creating leading edge technologies that support the philanthropic and social visions of individuals, families and businesses supporting North America's charitable sector. Dexterity Ventures operates Dexterity Consulting, Canada's first philanthropic brokerage firm, and Place2Give.

Place2Give is a donor-centered charity search engine. It provides donors with the tools they need to search, evaluate and give to Canadian and American charities that align with their passions. Place2Give is tackling a number of goals: to integrate big data for the North American charitable sector using our algorithms and prescriptive data analysis; to provide a valued resource for donor decision making; to improve financial advisors' workflow pertaining to their clients' philanthropic investments; to help charities articulate their Key Performance Indicators; and to provide third parties aggregated data on the charitable sector.

About GivingTuesday

GivingTuesday is a new Canadian movement for giving and volunteering, taking place each year after Cyber Monday. The "Opening day of the giving season," it is a day where charities, companies and individuals join together to share commitments, rally for favourite causes and think about others. This year, it is taking place on December 2, 2014. We have two days that are good for the economy. Now we have a day that is good for the community too.