

Subj: It's Giving...Tuesday!

Dear {{First Name}},

I hope this email finds you well!

This holiday season you hear about Thanksgiving, Black Friday and Cyber Monday, but what about Giving Tuesday? **Giving Tuesday**, celebrated on **November 28, 2023** is a global movement celebrating the power of generosity. At [Vita Living](#), they are joyfully embracing Giving Tuesday by coming together to make a significant difference in the lives of those who need it most.

There are two ways you can make an impact and join Vita Living in the celebration of Giving Tuesday:

- **Giving back to the Activity Center:** Donate to our day centers and residential programming. To continue succeeding at their mission, Vita Living relies on donations to provide for their clients day to day activities, facility maintenance and so much more that gives their clients the best life possible. Linked [here](#) is their Amazon wishlist where anyone can send gifts directly to Vita Living.
- **Adopt-A-Client:** By adopting a client, you are given the opportunity to help fulfill the Christmas list of one of the residents in Vita Living's care. By providing a monetary donation or shopping for the items yourself, you will be responsible for the smiles shared amongst the residents this upcoming Christmas! To be a part of this exceptional opportunity, contact Danielle Malloy at dmalloy@vitaliving.org to get involved.

Vita Living continues to foster a community that creates positive change and uplifts the lives of those in need this holiday season. **Would you be interested in sharing how to give back this upcoming Giving Tuesday with your audience?** *Joe Cooper, CEO of Vita Living, will be available for interviews to speak more in depth about Vita Living's mission and overall impact.*

Looking forward to your response!

Best,
Susie