

**FOR IMMEDIATE RELEASE**  
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## **Giving Tuesday is a perfect time to help Our Place**

### ***Local philanthropist challenges community to match donation***

**VICTORIA, B.C.** – While Black Friday has become the epitome of shopping madness, Giving Tuesday is inspiring others to give back to those who are less fortunate.

Winter is always a challenge for Our Place as hundreds of people daily seek sanctuary and shelter out of the wet and cold. Serving over 1,800 meals per day, along with hot showers, clothing, medical and outreach services, drains Our Place’s reserves at an alarming rate.

“Our regular supporters understand what important work we do,” says Don Evans, executive director of Our Place. “But Giving Tuesday allows others in the region to get involved. For us, every dollar can change somebody’s life. Whether that’s a hot meal, someone to listen and offer assistance, or even a dry bed for the night, we rely on the generosity of the community to make that possible.”

Local philanthropist Andrew Beckerman loves the idea of giving back, and this year he’s challenging Victorians to make this the best Giving Tuesday ever.

“While any day is a good day to support community programs, I believe Giving Tuesday is the Stat holiday of giving,” says Beckerman. “Please join me on December 1st. Go long, go deep on behalf of our community service providers like Our Place.”

Beckerman is kicking off this year’s Giving Tuesday event with a personal donation of \$2,000.

The community is invited to donate to Our Place by calling 250-413-3161 or visiting the website at: <https://www.ourplacesociety.com>

Giving Tuesday is a National Giving Day. Most people know about Black Friday and Cyber Monday . . . now Giving Tuesday is coming to Canada on Dec. 1, 2015. It 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.

Our Place is a unique inner-city community centre serving Greater Victoria’s most vulnerable: working poor, impoverished elderly, mentally and physically challenged, addicted and the homeless. Individuals and businesses provide the majority of financial support for its programs and services. Our Place provides over 1,500 meals per day, hot

showers, education, job skills, free clothing, counseling and outreach services, plus 45 transitional housing units. Most importantly, it provides a sense of hope and belonging to our neighbours in need.

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