FOR IMMEDIATE RELEASE

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WEIS, WDVM to Host Giving Tuesday Telethon Supporting United Ways

HAGERSTOWN, MD (November 25, 2019) — WDVM and Weis Markets have partnered to host a Day of Giving telethon on Giving Tuesday, December 3rd, 2019 to support seven local United Way organizations. Among these United Way agencies are: United Way of Washington County, Maryland, United Way of Franklin County, Pennsylvania, United Way of Frederick County, Maryland, United Way of the Eastern Panhandle, United Way of the Northern Shenandoah Valley, United Way National Capital Area, and County United Way.

Giving Tuesday is an international Day of Charity. It is the first Tuesday after Thanksgiving, Black Friday, Small Business Saturday and Cyber Monday. For almost 10 years the celebration of charitable giving on this day has been slowly growing nationally and worldwide. Giving Tuesday is a movement to create an international day of charitable giving at the beginning of the Christmas and holiday season.

Viewers will have the option to make a donation online at https://www.localdvm.com/day-of-giving-telethon/, on social media, via text to give or by donating in person at Weis during the live telethon. Viewers will also be introduced to other ways outside of donating, to make a difference and impact in their community, such as volunteering or advocating. The idea of the telethon was created to increase awareness surrounding the United Way Mission, Campaign and Community Impact Efforts. This year, United Way of Washington County, MD has set a goal to raise $1 Million dollars. Through the support of many individual donors, workplace campaigns and fundraising efforts, funds are raised to achieve the overall campaign goal. United Way will illustrate how donor funds are being used to make a difference by addressing Washington County’s greatest needs. United Way will also identify various collaborations that are funded through the Community Impact grants.

From 5pm through 11:30pm, viewers can tune in to watch on WDVM Dish channel 25, comcast channel 12, live on WDVM via facebook or by streaming on localdvm.com. The telethon will be televised live from Weis Market on Eastern Boulevard in Hagerstown from 5pm until 11:30pm. Viewers and subscribers may donate anytime, using the following options:

CALL: 301.739.8200

DONATE ONLINE: unitedwaywashcounty.org/donate. Select Giving Tuesday in the designation field.

DONATE BY TEXT: Text “BeTheOne” to 313131.

Viewers and subscribers may donate on Giving Tuesday, using the following options:

CALL: 844-727-7771 (toll free, Giving Tuesday telethon #)

DONATE ONLINE: unitedwaywashcounty.org/donate

DONATE BY TEXT: Text “WDVMgives” to 41444

About United Way of Washington County, MD
UWWC inspires collaborations to impact community improvement. United Way is located at 83 West Washington Street, Suite 101 in Hagerstown, MD. For more information or to make a donation please call 301.739.8200 x 104 or visit our website at www.unitedwaywashcounty.org. To find volunteer opportunities, please visit http://volunteer.unitedwaywashcounty.org.

About United Way of Northern Shenandoah Valley
Since 1946 the United Way of Northern Shenandoah Valley has worked to impact the community human care needs that matter most to the people of Clarke, Frederick, Shenandoah Counties and the City of Winchester. United Way of Northern Shenandoah Valley convenes the people and organizations necessary to create solutions to our region’s most pressing challenges and collaborates with effective partners. United Way of Northern Shenandoah Valley seeks to serve as the catalyst for community change by supporting over 45 partner agencies in the area on Income, Health and Education. For more information visit our website www.unitedwaynsv.org.