Media Advisory
November 18, 2024

Giving Tuesday Aims to Raise More Support for Vulnerable Calgarians

Calgary, AB – The Mustard Seed will take part in Giving Tuesday, a global movement of generosity that occurs on **December 3, 2024**, following Black Friday and Cyber Monday. The "Opening day of the giving season" is a time when charities, companies, and individuals join and rally for their favourite causes. In the same way, retailers participate in Black Friday, the giving community comes together for Giving Tuesday. Charities and organizations like The Mustard Seed take this one day as an opportunity to put in multiple efforts in raising funds for those they serve.

Join The Mustard Seed on **December 3** for Giving Tuesday – and help them reach their goal this year of providing **185,000 meals across Alberta and Saskatchewan** to those most in need. Donations made on Giving Tuesday will be matched until midnight thanks to the Arnie J. Charbonneau Foundation.

Flames fans will also have a unique opportunity to donate on Giving Tuesday. The Mustard Seed will be set up on the concourse at the Saddledome during the Calgary Flames hockey game on December 3rd. There, staff will be around to take monetary donations and share info about The Mustard Seed's mission.

"Every day, we are seeing an increase in the number of people accessing our services. This Giving Tuesday, your donation will allow us to keep serving warm and nutritious meals, as well as providing safe spaces for those in need this winter. Thank you for helping us build community and grow hope in Calgary." — Laura Giesbrecht, Senior Director of Food Services.

WHO: The Mustard Seed

WHAT: Giving Tuesday – Global Fundraising Movement for the non-profit community

WHEN: December 3, 2024

WHERE: Theseed.ca/GivingTuesday

About The Mustard Seed:
The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. The organization operates in multiple cities – Calgary, Edmonton, Red Deer, Medicine Hat, and Grande Prairie in Alberta, Kamloops in British Columbia, and Saskatoon in Saskatchewan. All locations offer a different range of programs and services to serve our most vulnerable community members TheSeed.ca

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To set up an interview with The Mustard Seed Calgary contact:

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