



FOR IMMEDIATE RELEASE

December 6, 2010

THE NEW COLORADO GIVES DAY – WEDNESDAY, 12/8/10



A program of Community First Foundation

WEDNESDAY, DECEMBER 8, 2010 is COLORADO GIVES DAY and you can help make a difference! Colorado Gives Day, a new initiative aimed at increasing charitable giving in our state is presented by the Community First Foundation and FirstBank. The event will take place **during a 24-hour period, which starts at 12 a.m. on Wednesday, December 8, 2010 and ends at 12 a.m. on Thursday, December 9, 2010.** The goal is to raise **\$1 MILLION in ONE DAY for Colorado charities!** Donations for Pathways Hospice and many other participating Colorado charities will be accepted through **GivingFirst.org.** To help boost donations, FirstBank has committed \$250,000 as a lead gift to the Colorado Gives Day Incentive Fund and an additional \$50,000 to help offset the costs involved with the online giving process for Colorado Gives Day. As of November 24th the total in the Incentive Fund from all sources, available for distribution to participating non-profits, is \$300,000.

At the completion of Colorado Gives Day, the Foundation will determine each non-profit's share of the Incentive Fund by proportionately allocating the Fund's dollars to each participating agency based on the contributions given to each agency on December 8th via GivingFirst.org. This is an opportunity to make a donation even more impactful as a larger combined total donation to Pathways Hospice by givers utilizing GivingFirst.org on December 8th, results in a more sizable portion of the Incentive Fund being allocated to providing end-of-life hospice care and bereavement support available to all members of our community, regardless of their financial or insurance circumstance.

For those desiring to make contributions after December 8th, funds may still be donated through the Giving First website but will not be eligible for Incentive Fund distribution consideration. As always, donations are accepted at www.pathways-care.org on an on-going basis.

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