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FOR IMMEDIATE RELEASE

PATHWAYS HOSPICE to Participate in Second Annual Colorado Gives Day

Fort Collins, CO (November 28, 2011) – Pathways Hospice announces its support of the second annual

Colorado Gives Day – an initiative to increase philanthropy in Colorado through online giving to Colorado charities. Once again presented by [Community First Foundation](#) and [FirstBank](#), [Colorado Gives Day](#) is a 24-hour period to “give where you live” by making online donations to the hundreds of charities featured on Community First Foundation’s online giving resource, [GivingFirst.org](#). As a profiled charity on GivingFirst.org, Pathways Hospice will benefit from this initiative.

“We are pleased to be involved with Colorado Gives Day again this year. We’ve reached out to the communities we serve in a variety of ways to let our friends and supporters know about this end of year giving opportunity. Our efforts include outreach through our volunteers, staff and Board of Directors, participating with a coalition of other non-profits to help spread the word, post card mailings, social media communications, posters and outdoor signage. Colorado Gives Day is a convenient one-day, on-line method for area residents to support their favorite non-profit organizations which enhance our quality of life locally all year,” remarked Kim Mueller, Community Outreach Executive at Pathways Hospice.

“We are very proud of our local nonprofits—they add to the vibrancy and diversity of our communities—and we are honored to support them by providing an opportunity to raise more funds for their worthy causes on Colorado Gives Day,” said Marla J. Williams, president and CEO of Community First Foundation. “‘Give where you live’ is a simple concept but one with huge impact. Our goal last year was to raise \$1 million online for local nonprofits. Instead, thanks to Coloradans’ generosity, we raised more than \$8 million!”

For more information about Pathways Hospice and how it is supporting the second annual Colorado Gives Day, please visit www.pathways-care.org. And for more information about Colorado Gives Day and other charities involved, please visit www.GivingFirst.org/COGivesDay.

Pathways Hospice is a local non-profit providing expert medical and comfort care for individuals navigating the last months of life and support for families, caregivers and those mourning the loss of a loved one. From our beginnings in 1978, when a group of nurses came together in Loveland to voluntarily care for a friend in the final months of her life, we’ve been assisting Northern Colorado residents regardless of financial circumstance. If you, your family or friends should ever need us, we’re here to help you.

Community First Foundation helps donors and nonprofits come together to improve quality of life in the Denver metro area. We use our resources to fund community programs, support the services of nonprofit organizations, and assist individuals with charitable giving. By monitoring the pulse of the community, we create new and innovative programs such as GivingFirst.org, an online giving resource, and Colorado Gives Day, an initiative that inspired Coloradans to donate more than \$8.4 million in one day last year. We’ve been serving the region since 1975.