



FOR IMMEDIATE RELEASE

Capital Area Asset Builders (CAAB) joins #GivingTuesday

Washington, DC – December 1, 2013 – Capital Area Asset Builders (www.caab.org) has joined #GivingTuesday, a first of its kind effort to harness the collective power of a unique blend of partners—non-profit organizations, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. Coinciding with the Thanksgiving Holiday and the kickoff of the holiday shopping season, #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the non-profit organizations and causes they support and help create a better world. Taking place Tuesday, December 3, 2013, #GivingTuesday will harness the power of social media to create a national moment around the holidays dedicate to giving, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping.

“At CAAB we provide the financial training, savings opportunities, and support that enable people in the Greater DC area to make their dreams a reality,” said Richard Petersen, CAAB’s Executive Director. “Imagine the pride of being the first one in your family to go to college, or on buying and moving into your first home, or starting up your own small business. CAAB’s mission is to empower low- and moderate-income residents of the Greater DC area to take control of their finances, increase their savings and build wealth for a better future.”

“We believe participating in #GivingTuesday enables CAAB to be part of the national discussion on giving and increasing ways to give back,” said Jennifer Shreve, CAAB’s Director of Development. “For many people, opening up a savings account, building savings, creating and following a monthly budget and decreasing debt were the first steps they took in getting on the road to financial security and achieving their dreams. With donations received on #GivingTuesday from individuals, businesses and families, we can leverage them to present these opportunities to even more people in the Greater DC area.”

For #GivingTuesday, donations can be made through CAAB’s profile on the Network for Good online giving platform: <https://www.networkforgood.org/donation/ExpressDonation.aspx?ORGID2=522002672>

For more information, please contact Joseph Leitmann-Santa Cruz by phone at (202) 419-1440 or by email at jleitmann-santacruz@caab.org.

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ABOUT CAAB

Capital Area Asset Builders (CAAB) is a not-for-profit organization working to empower low- and moderate-income residents of the Greater DC area to take control of their finances, increase their savings and build wealth for a better future. For further information on CAAB, please visit www.caab.org or follow us on Twitter at [@CAAB_GreaterDC](https://twitter.com/CAAB_GreaterDC).