

FOR IMMEDIATE RELEASE

---

## Sea Turtle Conservancy (STC) Joins the Global #GivingTuesday Movement To Encourage Spending With A Purpose

### *STC Board of Directors Pledges to Match Donations up to a total of \$10,000*

**GAINESVILLE, FL, Nov. 14, 2013** -- Sea Turtle Conservancy (STC) has joined #GivingTuesday, a first-of-its-kind effort that will harness the collective power of a unique blend of partners-- charities, 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 charities and causes they support and help create a better world. Taking place December 3, 2013 - the Tuesday after Thanksgiving - #GivingTuesday will utilize the power of social media to create an international movement around the holidays dedicated to *giving*, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping in the United States.

STC decided to join #GivingTuesday to kick-off a full month of giving. In the spirit of #GivingTuesday, if STC can raise \$10,000 between December 3rd and December 31st, its Board of Directors has offered to match this with a generous donation of \$10,000! Using social media, STC plans to encourage its 19,000 Facebook fans and 4,000 Twitter followers to donate or make a #GivingTuesday pledge. STC hopes that sea turtle supporters around the world will come together on #GivingTuesday and show how powerful humanity can be when people unite to give on one day.

With donors' support, STC has been able to accomplish some truly amazing feats so far in 2013:

sea turtle friendly lighting projects succeeded in darkening almost 56,000 feet of Florida's nesting beaches, saving an estimated 16,000 hatchlings that otherwise would have been disoriented by lights; nearly 21,000 hours were spent patrolling critical nesting beaches in Panama and Costa Rica by STC staff and volunteers; and STC and partner organizations celebrated a record year for green sea turtle nesting in the state of Florida, with over 13,000 nests in the Archie Carr National Wildlife Refuge alone.



Loggerhead Hatchlings by Kevin Geraghty

"Sea Turtle Conservancy is proud and excited to participate in the #GivingTuesday movement for the first time," said David Godfrey, Executive Director. "We hope we can reach and inspire many more people to give back and support STC's efforts to save sea turtles and help us start 2014 on a strong financial footing."



Green sea turtle by Janet Hochella

"#GivingTuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism," said Kathy Calvin, CEO of the UN Foundation, one of #GivingTuesday's founding partners. "The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together and help build a better world."

Those who are interested in joining Sea Turtle Conservancy's #GivingTuesday initiative can visit <http://givingtuesday.org/partner/sea-turtle-conservancy>. For more details about

STC's involvement in the #GivingTuesday movement, check out their #GivingTuesday blog post: <http://conserveturtles.org/turtleblog/blog/2013/11/12/sea-turtle-conservancy-joins-the-givingtuesday-movement/> or video: <http://www.youtube.com/watch?v=6IRUCLUncJA&feature=youtu.be>.

STC is excited to be a part of this unique global movement and believes that #GivingTuesday is a day when anyone can be a philanthropist. Save the date, December 3rd, and join the movement to celebrate giving back with Sea Turtle Conservancy!

###

---

**Contact:** Lexie Beach, Sea Turtle Conservancy, [lexie@conserveturtles.org](mailto:lexie@conserveturtles.org), (352) 373-6441

### **About Sea Turtle Conservancy**

Sea Turtle Conservancy is an international nonprofit and the world's oldest marine turtle research and conservation organization. Founded in 1959, Sea Turtle Conservancy is dedicated to ensuring the survival of sea turtles through research, education, advocacy and the protection of natural habitats upon which they depend. Learn more at [www.conserveturtles.org](http://www.conserveturtles.org).

### **About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give. It will culminate with a global day of giving on December 3, 2013. This effort harnesses the collective power of a unique blend of partners-- charities, families, businesses and individuals-- to transform how people think about, talk about and participate in the giving season. #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world.

A team of recognized experts and influencers, initially convened by leaders of 92nd Street Y and supported by a core group of founding partners, originally spearheaded this effort. Founding partners in 2012 included United Nations Foundation, DonorsChoose.org, Mashable, Blackbaud, charity: water, GlobalGiving, Iraq and Afghanistan Veterans of America (IAVA), Kiva, Darden Restaurant Group, Groupon, Unilever and VentureThree Capital. Learn more at [www.givingtuesday.org](http://www.givingtuesday.org)