

For Immediate Release

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TimeBanks USA Joins America's Giving Challenge

30-day Online Contest Encourages Participants to Leverage Social Networks to Raise Money for Nonprofit Causes

Washington, DC, October 21, 2009 – TimeBanks USA today announced its participation in America's Giving Challenge, a 30-day, national online competition presented by the Case Foundation, Causes and PARADE Publications that encourages people to leverage their personal networks and online social media to help win cash awards that will total \$170,000 on behalf of their favorite nonprofit.

From now until November 6 and 3:00 p.m. EST, participants will have the opportunity to compete for daily and overall awards – ranging from \$500 to \$50,000 – based on the number of donations to their cause using the Causes application on Facebook.

“We are excited about participating in America's Giving Challenge, because it gives people in the TimeBanking movement the opportunity to spread the word about all of the good work they are doing with TimeBanks USA's help. From coast to coast, thousands of individuals and community groups are using TimeBanking to leverage their abundant skills to build up neighborhoods, reweave relationships and claim their power. Through America's Giving Challenge, their donations will go a lot farther in helping us provide the kind of support, training and outreach they need to be successful.” – Jen Moore, TimeBanks USA Associate for Membership and Outreach, TBUSA

This is the second Giving Challenge presented by the Case Foundation, Causes and PARADE Magazine. In 2008, the first Challenge inspired 71,000 donors to give more than \$1.8 million to nearly 700 nonprofit organizations. In addition, eleven of the winning nonprofit recipients had budgets of less than \$1 million, demonstrating the significant impact that can be made for a cause – no matter how big or small the donation – during the Challenge.

More information on America's Giving Challenge can be found at www.americasgivingchallenge.com.

About TimeBanks USA

TimeBanks USA was founded in 1995 to promote, support and nurture Time Banks™ and Time Banking in all their many shapes and forms. Partnering organizations and member Time Banks rebuild and strengthen community, and use Time Banking to achieve wide-ranging goals such as social justice, bridges between diverse populations, and local ecological sustainability.

About the America's Giving Challenge Presenting Partners:

The Case Foundation

The Case Foundation, created by Steve and Jean Case in 1997, invests in people and ideas that can change the world. The Foundation champions initiatives that connect people, increase giving, and catalyze civic action. For more information, visit www.casefoundation.org

Causes

Causes empowers anyone with a good idea or passion for change to impact the world. Using our platform, individuals mobilize their network of friends to grow lasting social and political movements. To date, over 85 million Facebook users have installed the application and created and joined more than 300,000 grassroots causes that benefit more than 60,000 nonprofit organizations in the U.S. and Canada. For more information, visit the Causes Application (www.causes.com) and Causes Exchange (www.exchange.causes.com).

PARADE

PARADE, the most widely read magazine in America, is distributed in more than 500 of the nation's top newspapers. The magazine, which launched in 1941, now has a circulation of 32 million and a readership of 73 million. Each Sunday in PARADE and every day at Parade.com, our mission is to entertain, inspire and inform Americans about the issues they care most about and move them to action. For more information, visit www.parade.com.