



Media Advisory

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**WOOLLY MAMMOTH THEATRE COMPANY
JOINS NATIONAL SOCIAL MEDIA CAMPAIGN, #GIVINGTUESDAY,
TO ENCOURAGE SPENDING WITH A PURPOSE**

**WOOLLY MAMMOTH SEEKS TO EXCEED \$5,500 FROM 116 DONORS
RAISED DURING LAST SEASON'S "GIVE TO THE MAX DAY"**

(Washington, DC) **Woolly Mammoth Theatre Company** is one of nine theatres across the country to participate in **#GivingTuesday**. Held on November 27, 2012, **#GivingTuesday** will kick off the giving season for nonprofits across the country. Its goal is to cultivate new donors via social media by harnessing the collective power of charities, families, nonprofit organizations, foundations, businesses, and individuals.

The primary focus of Woolly Mammoth's **#GivingTuesday** campaign will be "What Woolly Gives to Me," a collection of quotes from Woolly staff, board, artists, and audiences attesting to the impact of Woolly Mammoth on their organizations and the community. The campaign will be promoted electronically and through social media on Tuesday, November 27. In addition, Woolly Mammoth will showcase a Host Committee whose members will pledge to activate their personal networks to donate to the annual fund.

"Our younger supporters are drawn to our innovative programming and use of social media," says Woolly Director of Development Sarah Slobodien Dove. "We believe that this inventive fundraising campaign will attract future donors and cultivate an even broader donor base for our organization."

Woolly Mammoth aims to surpass the \$5,500 donated by 116 patrons during last season's innovative "Give to the Max Day," a 24 hour region wide fundraiser for area nonprofits. By continuing to engage with millennial donors and by using the platform of online-giving and social media networking, Woolly Mammoth will showcase the pivotal role that it plays in the greater Washington community.

Woolly Mammoth is actively seeking digitally-savvy Host Committee members to participate in **#GivingTuesday** and activate their networks to support Woolly's work. If interested, please contact Rachel Dutcher, Development Manager for the Annual Fund, at rdutcher@woollymammoth.net.

ABOUT #GIVING TUESDAY

#GivingTuesday is a first-of-its kind social media campaign to inspire people to take collaborative action to improve their local communities and give back in better, smarter ways to the charities and causes they support. **#GivingTuesday** will create a national movement around the holidays that is dedicated to giving, similar to how Black Friday and Cyber Monday have

become days that are synonymous with holiday shopping. A team of recognized experts and influencers, initially convened by leaders of the 92nd Street Y in New York City and supported by a core group of founding partners, are spearheading this effort. Founding partners include the 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. Leaders in philanthropy, social media, innovative giving, grassroots organizing, marketing, and communications are providing counsel and resources to help build this movement.

To learn more about other **#GivingTuesday** participants and activities, please visit:

Website: www.givingtuesday.org
Facebook.com/GivingTuesday
Twitter.com/GivingTues

JOIN THE CONVERSATION

Facebook.com/woollymammothc
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Blog: woollymammothblog.com

ABOUT WOOLLY

Now in its 33 Season, Woolly Mammoth Theatre Company continues to hold its place at the leading edge of American theatre. Acknowledged as “one of the most influential outposts for the best new American plays” (*The Washington Post*), and “known for its productions of innovative new plays” (*The New York Times*), Woolly Mammoth is a national leader and one of the best known and most influential mid-sized theatres in America.

Woolly Mammoth’s Season 33 has been titled ***My Roots, My Revolution***. The season includes a group of unforgettable characters who choose whether to embrace their legacies, run from them, or invent a whole new future. Works include Kristoffer Diaz’s *The Elaborate Entrance of Chad Deity* (Sept 3 – Oct 7), Mia Chung’s *You for Me for You* (Nov 5 – Dec 2), Danai Gurira’s *The Convert* (Feb 11 – Mar 10), Mike Daisey’s *American Utopias* (Mar 25 – Apr 21), and Aaron Posner’s *Stupid Fucking Bird* (May 27 – June 23). Coming to Woolly this holiday season is Shenoah Allen and Mark Chavez’s *The Pajama Men: In The Middle of No One* (Dec 11 – Jan 6).

www.woollymammoth.net
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