

Second Stage | Amherst

Contact:

Penny Hawes
Second Stage | Amherst
434.941.0997
contact@secondstageamherst.org

For Immediate Release

Second Stage | Amherst is joining the global Giving Tuesday movement to continue efforts to make Amherst an even better place to live.

November 21, 2019, Amherst, VA – Second Stage | Amherst will participate in Giving Tuesday (#GivingTuesday) on December 3 with a kickoff event featuring a Mayoral Proclamation delivered by Amherst Mayor Dwayne Tuggle. During a 9:00 a.m. news conference that day, representatives from local charities will speak on the benefits to families who receive fresh produce, meats, and cheeses through Second Stage’s Second Helping program.

Giving Tuesday, the first Tuesday after Thanksgiving, is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage giving and to celebrate generosity worldwide. Every year since 2012, Giving Tuesday has seen millions of people across the globe mobilize to show up, give back, and change their communities. The goal, which is to create a massive wave of generosity that lasts well beyond that day, touches every person on the planet.

In 2019, Second Stage added to the richness of the Amherst community by hosting The Market @ Second Stage, which put thousands of dollars into the pockets of local farmers, growers, and makers. Also this year, Second Stage launched the Second Helping program. With a grant from Centra Foundation, Second Stage purchased fresh food from The Market @ Second Stage vendors at the end of each Market and distributed food to the local community through Neighbors Helping Neighbors, Blue Ledge Meals on Wheels, and the New Prospect Baptist Church Food bank. The Market @ Second Stage also offered double SNAP benefits and accepted tokens for families on the WIC program to make wholesome, locally sourced food available to more members of the community.

Those who are interested in joining Second Stage’s Giving Tuesday initiative can visit www.secondstageamherst.org/donate. For more details about the Giving Tuesday movement, visit www.givingtuesday.org or www.facebook.com/GivingTuesday, or follow @GivingTuesday and the #GivingTuesday hashtag on Twitter.

About Second Stage | Amherst

Second Stage | Amherst is a center for creativity and community in downtown Amherst, VA. Named “Nonprofit Business of the Year” by Amherst County Chamber of Commerce in 2019, Second Stage provides a place where the cultural, civic and economic vitality of Amherst County is encouraged. More information about Second Stage Amherst programming can be found at www.secondstageamherst.org.

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