

**FOR IMMEDIATE RELEASE**

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## **ALABAMA GIVES DAY TO HELP ALABAMA FOLKLIFE ASSOCIATION**

**Birmingham, Ala.** – On February 2, 2012 the Alabama Association of Nonprofits, in partnership with the Alabama Broadcasters Association, is taking one day to harness the power of individual contributions statewide. Never before in our state have Alabamians had the opportunity to come together in such a unique and synergized way to support hundreds of nonprofits like ours during a dedicated day of giving.

Alabama Gives Day is supported by the Razoo Foundation, the Alabama Press Association, Alabama Giving, Intermark Group and hundreds of nonprofits in our state. The AIM: To make history by connecting new and existing donors with hundreds of Alabama nonprofits in just 24 hours.

On February 2<sup>nd</sup>, from midnight to 11:59pm, Alabamians will be driven to a dedicated online giving portal powered by Razoo at [www.alabamagivesday.org](http://www.alabamagivesday.org) where they will choose to make a gift to one or more of the hundreds of participating nonprofits. “Connecting individual donors to nonprofits, while also promoting the safety and ease of online giving, is critical to helping our nonprofits be sustainable,” said John Stone, President and CEO for the Alabama Association of Nonprofits.

Alabama Folklife Association (AFA) is using Razoo to create a new platform for giving to the organization and to tell our story through photographs and text. “We are excited about the opportunities Alabama Gives Day can provide for our organization and many others. Private donations made during the 24 hour period will be critical to sustaining a future for the AFA,” states Mary Allison Haynie, Executive Director of the Alabama Folklife Association. The AFA is hosting a **[Gathering for Alabama Gives Day](#)**, February 2, 2012 at the Avondale Brewing Company, 201 41<sup>st</sup> South, Birmingham, Ala. 4:00 p.m. – 7:00 p.m. We are encouraging artists to come get to know us, musicians to come jam, and patrons of the arts to turnout and become a supporting member of the Alabama Folklife Association. Other participating nonprofits in Birmingham are welcome to join us.

We need your support to encourage contributions and participation in Alabama Gives Day. According to Sharon Tinsley, President of the Alabama Broadcasters Association, “Alabama radio and TV stations will join together in an effort to raise record amounts in gifts for charities across the state in a 24-hour period.” Gives Day Manager, Russell Jackson, stated, “Rarely do local TV, Radio and Newspaper groups have an opportunity to make such a large impact on behalf of dozens of nonprofits.”

**[To see the membership levels and mission, history, and story of the AFA CLICK HERE](#)**

**[To read the vision and review the needs of AFA's current initiatives CLICK HERE](#)**

**[To Attend or Support the Alabama Gives Day Gathering of the AFA in Avondale - CLICK HERE](#)**

Links are also provided on the Alabama Folklife Association web site home page:

**[www.alabamafolklife.org](http://www.alabamafolklife.org)**