

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Carly Felton
The Spizman Agency
770.953.2040
carly@spizmanagency.com

DO YOUR GIVING WHILE YOU ARE LIVING

New Book Inspires the Nation To Give Back

WASHINGTON, D.C. (November 2008)—What do the CEOs and presidents of American Red Cross, AARP, Adecco, Office Depot Foundation, Free the Children, Kiwanis International, The National Urban League, Make-A-Wish Foundation, Big Brothers Big Sisters, CARE, Sodexo, Jackie Robinson Foundation, Norman Lear, Dionne Warwick and the American Cancer Society all have in common?

They're just a few of the leading luminaries, change agents, celebrities and servant leaders featured in an inspiring new book entitled ***Do Your Giving While You Are Living: Inspirational Lessons on What You Can Do Today to Make A Difference Tomorrow*** (Morgan James Publishing, November 2008). The book provides examples of actions people can take today to make a difference tomorrow. Co-authors diversity and philanthropic leader Edie Fraser and *New York Times* best-selling author and national media personality Robyn Spizman are on a mission to convince Americans of their opportunity—and obligation—to support those who are less fortunate.

Available Thanksgiving, just in time for the season of giving, ***Do Your Giving While You Are Living: Inspirational Lessons on What You Can Do Today to Make A Difference Tomorrow*** encourages everyone to make a difference TODAY. Edie and Robyn interviewed some of the top executives in corporations, non-profit organizations, technology, education, retail and philanthropy and asked for their examples and insights on how to make everyone's life better by making someone else's life brighter. Whether you give time, talents or treasures, the time to give is now.

To kick off these charitable acts, the authors have renamed Black Friday "Give Back Friday" and are asking people around the country to spend the day giving, instead of receiving. This will signal the launch of the Give a Dollar campaign, which is intended to remind the public that even during these tough times, it's important to help non-profit organizations and individuals in need. The public is asked to donate one dollar to a worthy cause on the last Friday of every month. According to The Population Clock (www.census.gov/main/www/popclock.html), there are 305,503,724 people in the U.S. If each person gives one dollar to the charity or cause of their choice, that's more than \$305 million contributed to those in need!

A handbook that will encourage your own style of giving, ***Do Your Giving While You Are Living*** is a quick and inspiring read. Designed so the reader can flip through and delve in at any point, ***Do Your Giving While You Are Living*** has a valuable message that resonates long after the last page has been turned.

###

***A Partial List of the 101 Servant Leaders Who Contributed Chapters to
Do Your Giving While You are Living***

Jennie Chin Hansen, President of AARP
Robin Talbert, President, AARP Foundation
Marc Morial, CEO, National Urban League
Bob Parker, CEO Kiwanis International
Helene Gayle MD PhD, President and CEO, CARE
Bonnie McElveen-Hunter, Chairman, American Red Cross
Dionne Warwick, Musician and Philanthropist
Dr. Marion Morra, Chair, National Board of Directors, American Cancer Society
Tig Gilliam, CEO and Joyce Russell, President, Adecco North America
Essie L. Calhoun, Vice President and Chief Diversity Officer, the Eastman Kodak Company
Marilyn Carlson Nelson, Chairman, Carlson Industries
Maxine Clark, Founder, Chief Executive Bear, Build-a-Bear Workshop
Norman Lear, producer of All in the Family, founder People for the American Way
Marc Pollick, Founder of the Giving Back Fund (the largest philanthropic organization for athletes and celebrities)
Dr. Dorothy I. Height, Chair of the National Council of Negro Women
W. Kenneth Yancey, CEO, The SCORE Association
Patricia Schroeder, President and CEO of Assn. of American Publishers
Mary Wong, CEO Office Depot Foundation
David Williams, President and CEO, Make-a-Wish Foundation
Craig Kielburger, Founder and Chair, Free the Children
Judy Vredenburg, President and COP, Big Brothers Big Sisters of America
Wendy Kopp, Founder, Teach for America
Della Britton Baeza, President and CEO, Jackie Robinson Foundation
Tena Clark, CEO, DMI Music & Media Solutions
Barbara Krumsiek, CEO and President, The Calvert Group
Anne L. Bryant, Executive Director, National School Boards Association
Esther Silver-Parker, Sr. VP of Diversity Relations, Wal-Mart Stores
Pat Harris, Chief Diversity Officer, McDonald's Corporation
Brian Gallagher, President and CEO, United Way of America
Tom Gittens, Chair of Gittens & Associates, Sister Cities and the Peace Corps
Ann Olsen Schodde, Executive Director, U.S. Center for Citizen Diplomacy
Casey Golden, Founder and CEO, Small Act Network
Kathy Bushkin Calvin, EVP and COO of The United Nations Foundation