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## **JW House Joins #GivingTuesday, a Global Day Dedicated to Generosity** *Using the power of social media on November 28*

*Santa Clara, CA (November 7, 2017)* – JW House will take part in #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide.

Occurring this year on November 28, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the US) and the widely recognized shopping events Black Friday and Cyber Monday to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

JW House's participation expands its year-round efforts to keep families together during medical crises by offering a welcoming home away from home, and providing a caring and compassionate environment that inspires hope. Families and individuals from area hospitals are welcomed into the JW House family for rest and self-care during the day or overnight while their loved one is in the hospital. Now in our 10<sup>th</sup> year of operation, JW House has welcomed visitors over 65,000 times.

November 28th marks the opening of the giving season: a reminder of the 'reason for the season'. Your gift to JW House will make a significant impact in the lives of the families, caretakers and guests we serve. Giving Tuesday is a national movement for reflection and an opportunity to give back to your favorite charity.

Those interested in making a donation to support JW House's #GivingTuesday initiative can visit <http://www.facebook.com/jwhouse1> on November 28th for more information and a link to our fundraising campaign page. In the meantime, please feel free to contact Jill Popolizio, Director of Development & Marketing, at [jillp@jwhouse.org](mailto:jillp@jwhouse.org) with questions.

### **About JW House:**

Located at the site of the Kaiser Permanente Santa Clara Medical Center, JW House provides warm, comfortable home just steps away from the hospital for families in medical crisis. Both overnight and day use programs are offered to families of patients while their loved one is undergoing treatment. JW House began as the idea of Jan-Willem (JW) Knapen, a boy who, in the midst of battling cancer, wanted to build a home of comfort for other families during long hospital stays. For more information, please visit [www.jwhouse.org](http://www.jwhouse.org) or call (408) 246-2224. JW House is a 501(c) (3) not-for-profit organization.