

#GIVINGTUESDAY

PRESS RELEASE

November 26, 2018

Contact:

Whitney Stovall

Hello, My Name is KING, Inc.

404-919-6559

whitneys@ohstovall.com

Hello, My Name is KING Celebrates #GivingTuesday and Pledges to raise \$1500!

Atlanta, GA – This #GivingTuesday, Hello, My Name is KING will celebrate giving by raising \$1,500.00 to support community and education programs.

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

During the 2017 #givingtuesday, Hello, My Name is KING raised \$500 which was used for community and education programming. This year, money raised will directly support 2 scholarships and the annual back to school supply drive.

The Hello My Name is King Scholarship provides support to young Black men who aspire to attend a college or university. While the annual back to school supply drive provides elementary and middle school youth with backpacks and the tools to start the school year strong.

"Days of national service and giving remind me how big the world really is, and what difference one person can make," said founder, Whitney Stovall.

Founded in 2012 by the 92nd Street Y – a community and cultural center in New York City – #GivingTuesday inspired millions of people to give back and support the causes they believe in. Over \$300 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

"We are incredibly inspired by the way the #GivingTuesday community has embraced this concept for a worldwide movement," said Henry Timms, founder of #GivingTuesday and Executive Director of 92Y. "As we prepare for November 27, we're energized and encouraged by the community's generosity. The

levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal.”

Those who are interested in supporting Hello, My Name is KING this #GivingTuesday initiative can visit www.hellomynameisking.org/givingtuesday. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on Twitter.

About Hello, My Name is KING, Inc.

Hello, My Name is KING empowers men and boys of color to challenge themselves, break barriers, and make a difference. HMNK’s vision is a positive global movement that serves as a learning and bonding experience for people of all races and backgrounds. HMNK opens the door and invites you in to see the faces, learn the stories, and hear the voices of Black boys and men, to see them. In addition to, providing our community resources to help them reach their goals, and make their mark on the world.

Hello, My Name is KING uses a holistic approach as we understand that the path to success is not linear, and neither are the barriers that may prevent one from reaching it. After much research, we discovered that Black Americans, specifically Black males are greatly afflicted by poor education, poverty, and negative public and self-perception/opinion.

About #GivingTuesday

Founded by the team in the Belfer Center for Innovation & Social Impact at 92nd Street Y <http://www.92Y.org>, #GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday falls on November 27. #GivingTuesday harnesses the collective power of a unique blend of partners^{SEP17} to transform how people, think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues