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Cornelia de Lange Syndrome Foundation
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FOR IMMEDIATE RELEASE

Cornelia de Lange Syndrome Foundation Joins the Global Giving Tuesday Movement

AVON, CT (November 22, 2016) – The Cornelia de Lange Syndrome Foundation (CdLS) has joined Giving Tuesday, 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 29, Giving Tuesday is held annually on the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season.

The CdLS Foundation has participated in Giving Tuesday since its inception in 2011. This year, the Foundation is partnering with Giving Tower on CrowdRise for its Holiday Charity Challenge. This allows individuals to create fundraising pages on behalf of the Foundation. The CdLS Foundation hopes to raise \$10,000 from the global initiative.

The organization that raises the most online through Giving Tower will also receive a \$25,000 donation to its cause.

“We’re so excited to be a part of the Giving Tower program because it provides our families the opportunity to discuss their philanthropic intentions and creative ways to raise funds. We hope this will maximize our fundraising outreach and create awareness for CdLS and the Foundation,” said Development Manager Kristi Larson. “The chance to win the \$25,000 donation is an additional inspiration that will continue to drive our efforts for Giving Tuesday.”

92Y, a cultural center in New York City, conceptualized Giving Tuesday as a new way of linking individuals and causes to strengthen communities and encourage giving.

“We have been incredibly inspired by the generosity in time, efforts and ideas that have brought our concept for a worldwide movement into reality,” said Henry Timms, founder of Giving Tuesday and executive director of 92Y. “As we embark on our fifth year of Giving Tuesday, we are encouraged by the early response from partners eager to continue making an impact in this global conversation.”

Those who are interested in joining the CdLS Foundation’s Giving Tuesday initiative can visit <https://www.crowdrise.com/cdls-foundation-giving-tower>.

About Cornelia de Lange Syndrome

An estimated 20,000 people in the U.S. have CdLS but remain undiagnosed and/or without support services. Individuals with CdLS range from mildly to severely affected, though most have similar physical characteristics including small size, hands and feet; thin eyebrows that meet in the middle; long eyelashes;

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upturned nose; and thin, downturned lips. Some individuals have limb differences, including missing fingers or arms. Common medical problems include GERD, bowel obstruction, and congenital heart defects.

About the Foundation

Founded in 1981, the Cornelia de Lange Syndrome Foundation is a family support organization that exists to ensure early and accurate diagnosis of CdLS, promote research into the causes and manifestations of the syndrome, and help people with a diagnosis of CdLS and their families make informed decisions throughout their lifetime.

About #GivingTuesday

Giving Tuesday is a movement to celebrate and provide incentives to give. This effort harnesses the collective power of a unique blend of partners to transform how people think about, talk about and participate in the giving season. Giving Tuesday inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world.

In 2015, the fourth year of the movement, Giving Tuesday brought together over 45,000 partners in 71 countries and helped raise nearly \$117 Million online in the US alone.

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