FOR IMMEDIATE RELEASE:
April 2, 2015

WEDU PBS and the Community Foundation of Tampa Bay Partner in Hosting Give Day Tampa Bay on May 5

Online 24-hour event aims to raise more than one million dollars for local nonprofit organizations in Tampa Bay

Tampa, FL — WEDU PBS announced today the public broadcasting station, located on N Boulevard near the University of Tampa, will serve as the headquarters and media hub during the upcoming second annual Give Day Tampa Bay on May 5, 2015. The announcement comes as part of a continuing strategic partnership between the Community Foundation of Tampa Bay and WEDU PBS to raise awareness in support of Tampa Bay area nonprofits, philanthropic giving and volunteerism.

Give Day Tampa Bay is a 24-hour online giving challenge led by the Community Foundation of Tampa Bay and the Florida Next Foundation. The midnight-to-midnight event showcases local nonprofits and makes giving easy. The Tampa Bay Rays, United Way Suncoast and HCI Groups are also sponsors of the event.

As the media hub, WEDU will dedicate 24 hours of broadcast time on WEDU+, channel 3.4, alternating with live and pre-taped programming featuring local nonprofit organizations and providing awareness to the giving campaign that raised $1.1 million dollars last year for local charities. Live segments will be hosted by Geoff Simon, host of Suncoast Business Forum; Cathy Unruh, host of Up Close; Rob Lorei, host of Florida This Week; Dalia Colón, host of WEDU Arts Plus; Ernest Hooper, columnist at the Tampa Bay Times; and others to be announced. Programming will also be available through web stream.

WEDU will also open its doors throughout the day hosting themed activities and updating the leaderboard. As a focused online and social media fundraising event, nonprofit organizations will be invited to run their campaign from the WEDU studios and may be featured during one of the live on-air and streamed segments. Donors will also be welcome to visit the studio to participate in the day’s activities, meet representatives from local nonprofits and take a tour of WEDU, West Central Florida’s primary PBS station.

To learn more about Give Day Tampa Bay, visit www.cftampabay.org. To find updates for activities to be held at the WEDU PBS Berkman Family Broadcast Center and on-air schedule, visit www.wedu.org/giveday.

-WEDU-

ABOUT WEDU PBS

WEDU is West Central Florida’s leading PBS station reaching 16 counties through media platforms including on-air programming and online experiences that broaden horizons, transport and transform. Financially supported by the community, the organization offers award-winning inspirational, educational and enlightening content over a variety of media platforms including television programming, station website, www.wedu.org and various social media platforms, monthly member magazine Premiere, educational outreach activities and a myriad of special events. WEDU is a member of PBS, the most trusted institution in America (ORC CARAVAN, January 2015). For more information, program schedules or to support WEDU visit www.wedu.org; WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.