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## **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](http://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](http://www.wedu.org/giveday).

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**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](http://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](http://www.wedu.org); WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

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