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## **WEDU PBS and the Community Foundation of Tampa Bay Partner in Hosting *Give Day Tampa Bay* on May 3**

*Online 24-hour event aims to raise more than two 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 again serve as the Headquarters and Media Hub during the upcoming third annual **Give Day Tampa Bay** on May 3, 2016.

As the strategic media partner for the **Community Foundation of Tampa Bay**, WEDU PBS aims 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. The midnight-to-midnight event showcases local nonprofits and makes giving easy.

As the Headquarters and Media Hub, WEDU will highlight Give Day Tampa Bay festivities through an online web stream from 11 a.m. – 7 p.m. alternating live studio segments with remote reports in the community featuring local nonprofit

organizations and providing awareness to the giving campaign that raised \$1.75 million last year for local charities. Segments, which can be watched at [www.wedu.org/giveday](http://www.wedu.org/giveday), will be hosted by local media professionals including **Geoff Simon**, host of *Suncoast Business Forum*; **Cathy Unruh**, host of *Up Close*; **Rob Lorei**, host of *Florida This Week*; **Ernest Hooper**, columnist at the *Tampa Bay Times*; **Lisette Campos**, host of *Positively Tampa Bay* on ABC Action News; **Ian Reitz** and **Alison Kropf** of WTSP Channel 10; **Dewayne Staats**, broadcaster for the Tampa Bay Rays; and others to be announced.

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 are invited to run their campaign from the WEDU studios and may be featured during one of the live 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 and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-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's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (ORC International's DualFrame CARAVAN, January 2016). 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.

WEDU PressRoom: [www.wedu.org/press](http://www.wedu.org/press)

WEDU Video Portal: <http://video.wedu.org>

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