

MEDIA ADVISORY

Nov. 30, 2021



Giving Tuesday at The Mustard Seed: Community Coming Together to Give Back and Change Lives

Calgary, AB – Join us on Giving Tuesday for a day of caring and compassion, when it’s needed more than ever. November 30th is a global day of giving where charities, companies, and individuals can rally together to provide life-saving support to the 650+ people we serve every day across The Mustard Seed.

Thanks to our generous friends at Fairfield Watson, every Giving Tuesday donation made will be matched up until midnight. This means your gift will provide double the help and support for children, families, seniors, and vulnerable community members in need.

Be a part of this global day of giving and help us reach our goal of \$100,000. Together, we can provide vital programs and services to our neighbours experiencing homelessness, hunger, and poverty in our city.

WHAT: Giving Tuesday

WHEN: November 30, 2021 – until midnight

HOW/WHERE: TheSeed.ca/GivingTuesday

Available for interview:

- Bryan Goehringer, Sr. Manager Campaign, Partnerships & Grant Development, The Mustard Seed

About The Mustard Seed:

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in five cities across Alberta and British Columbia, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence. TheSeed.ca

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Media Contact:

Deon Watson
Communications Specialist
The Mustard Seed
403.836.0925
DeonWatson@theseed.ca