

I Live Here
I Give Here®

Amplify Austin Day

12TH ANNUAL AMPLIFY AUSTIN DAY KICKS OFF TOMORROW

WHAT: AUSTIN, TX (March 5, 2024) — [I Live Here I Give Here](#) is inviting Central Texans to participate in this year's **Amplify Austin Day**, a community-wide online giving event that will kick off tomorrow at 6:00 p.m. and conclude at 6:00 p.m. on Thursday, March 7. Residents across the seven-county Central Texas region are encouraged to make donations to support over 700 local nonprofit organizations during this 24-hour period. For the first time, I Live Here I Give Here will have 96 new nonprofits participating, with this year's goal being to ensure every nonprofit receives a donation.

Amplify Austin Day aims to increase giving in Central Texas for hundreds of nonprofits by providing easily accessible giving opportunities via the **online platform AmplifyATX.org**. Donors can search for nonprofit organizations by keyword, location, and category across seven Central Texas counties: Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco. Participating nonprofits serve 19 different cause categories, including racial equity, the environment, animals, the arts, basic needs, children, and veterans.

While the official start of Amplify Austin Day is tomorrow March 6, early giving is already open at [AmplifyATX.org](#) for residents who wish to jumpstart donations to their favorite nonprofit. Early donations will count toward the Amplify Austin Day totals and qualify nonprofits for early giving incentives, matches, and grand prizes. Since 2013, Amplify Austin Day has raised \$102.7 million for over 1,400 Central Texas nonprofits, demonstrating the transformative impact of donations, from \$5 and on.

This year, there are over \$180,000 in matching dollars available from multiple local businesses and foundations that are sponsoring nonprofits and cause categories through special challenges, incentives and prizes; see a [full list of supporters](#) on [AmplifyATX.org](#). Notable organizations include:

- **Amy's Ice Creams** is gifting 5% of net proceeds to benefit Amplify Austin Day operational costs on March 6 - 7.
- **Cenote** will be gifting 10% of sales to SIMS Foundation on March 6 - 7
- **Dirdie Birdie** is gifting 10% of net sales proceeds to benefit SAFE on March 6 - 7.
- **Gimme Burger** is gifting 10% of net sales proceeds to benefit Goodworks Austin, Black Mamas ATX, St. Louise House on March 6 - 7.
- **Howler Brothers** will be donating 20% from apparel sales at their two Austin retail stores (website sales excluded) to benefit Save Our Springs Alliance on March 6 - 7.
- **Juiceland** is committing to a \$10,000 match in support of nonprofits who serve the LGBTQIA+ community by gifting 100% of their net sales on Amplify Austin Day from its Central Texas stores on March 7.
- **Juniper** is gifting 10% of net sales proceeds on March 6 to benefit SAFE
- **Kim Ortiz Portrait Art** will be gifting 20% of net sales proceeds to benefit Austin Humane Society and Aye Chihuahua Rescue on March 5 - 7
- **Sonic** is gifting 5% of net proceeds from 15 Austin-area locations to benefit Austin Humane Society and The Unstoppables Project on March 6 - 7.

- **Still Austin** will be donating proceeds from sales of the Cold Fashioned to Amplify Austin Day's operational costs on March 6 - 7.
- **St. Elmo** will be giving \$1 of every draft beer sold to Mobile Loaves & Fishes on March 7.
- **Tso Chinese (through their charitable arm, TsoGiving)** is committing to a \$5,000 match with a goal of raising an additional \$5,000 in support of I Live Here I Give Here by gifting a percentage of their net sales for the month of March.
- **Uncle Nicky's** gifting 10% of net sales proceeds on March 6 - 7 to benefit SAFE.

WHEN: Wednesday, March 6 at 6 p.m. through Thursday, March 7 at 6 p.m.

WHERE: AmplifyATX.org

INTERVIEW OPPORTUNITIES: ILHIGH representatives, including **Executive Director Piper Stege-Nelson**, will be available for interviews throughout the 24-hour community-wide day of online giving. Please contact Giant Noise if you're interested in setting up an interview with a representative at ILiveHere@GiantNoise.com.

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ABOUT AMPLIFY AUSTIN DAY: I Live Here I Give Here's signature program, Amplify Austin Day, is the biggest day of giving in Central Texas, raising \$102.7 million for the local community since 2013. During a single 24-hour period, from 6 p.m. March 6 to 6 p.m. March 7, residents across a seven-county region will come together to support more than 700 nonprofits by making a donation through the platform AmplifyATX.org.

ABOUT I LIVE HERE I GIVE HERE: I Live Here I Give Here connects individual donors and volunteers with local causes they care about. As a nonprofit, they offer community-wide events and year-round specialty programming for businesses, individuals and the broader nonprofit community to make giving possible for everyone. For more information, visit ILiveHereIGiveHere.org.

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