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**AMPLIFY AUSTIN DAY 2021 INVITES CENTRAL TEXANS
TO TAKE ACTION AND HELP RAISE FUNDS
FOR MORE THAN 650 LOCAL NONPROFITS ON MARCH 4-5**

Ninth Annual Community-Wide Day of Giving To Host First-Ever Virtual Live Experience and Sets Fundraising Participation Goal of 60,000 Donors

AUSTIN, TX — January 26, 2021 — [I Live Here I Give Here](https://www.ilivehereigivehere.org) (ILHIGH) is proud to announce their ninth annual **Amplify Austin Day** will take place over the course of 24 hours beginning 6 p.m. on Thursday, March 4, 2021, through 6 p.m. on Friday, March 5, 2021. The campaign this year will include hundreds of thousands of dollars in matching gifts and \$80,000 in cash prizes for participating nonprofits, twice the 2020 cash prize amount. ILHIGH is also very excited to launch **Amplify LIVE**, a new, celebrity-driven virtual experience designed to increase the number of website users and donations for their nonprofit members during their signature 24-hour program. Early giving for Amplify Austin Day is now open at AmplifyATX.org with the goal to **double the participation from years past to 60,000 donors**.

The first-ever Amplify LIVE, produced in partnership with **C3 Presents**, will air March 4-5, 2021, on AmplifyATX.org. This round-the-clock livestream will celebrate the transformative impact of collective giving and tell the stories of the Central Texans who inspire it. The line-up features celebrity guests and business and media leaders as well as music performances filmed at Grammy Award-winning **Adrian Quesada's Electric Deluxe Recorders Studio** in East Austin. Austin music luminary **Charlie Sexton** will serve as I Live Here I Give Here's inaugural music director and host a virtual collection of songs and stories of generosity from several local musicians, including **David Ramirez, Mélat, Alex Maas, Loulou Ghelichkhani**, and other special guests.

"Despite the obvious setbacks of 2020, I am thrilled to share that this year's Amplify Austin Day is shaping up to be an exceptional, one-of-a-kind program," says **Courtney Manuel**, I Live Here I Give Here CEO. "In a time when our nonprofit sector is working overtime to meet the extraordinary needs of our community, Central Texans are once again stepping up to ensure that our community's 24-hour giving day is a tremendous success. From generous matching gift sponsors to the celebrity philanthropists participating in the first-ever Amplify LIVE, I have no doubt our day of giving will inspire more donors to give and make a transformative philanthropic impact on the 650+ nonprofits that participate."

Over the past eight years, Amplify Austin Day has **raised more than \$69 million** collectively for hundreds of Central Texas nonprofits, including \$12.3 million in 2020 for more than 760 Central Texas nonprofit

organizations. Designed to increase generosity in Central Texas, Amplify Austin Day invites local residents, foundations, and businesses to give back to local nonprofits. As the **region's biggest day of online giving**, it connects the community with hundreds of nonprofits over the course of 24 hours to raise funds critical to sustaining and growing a vibrant nonprofit sector. Spanning **seven Central Texas counties** — Travis, Hays, Williamson, Burnet, Bastrop, Caldwell, and Blanco — givers can plan ahead and make donations to their favorite area nonprofits now. Participants can make a gift of any value of \$5 or more to advance a cause that is important to them using ILHIGH's AmplifyATX.org platform to search for organizations by keyword, location, and/or across 19 cause categories, including racial equity, civil rights, civic engagement, the environment, animals, the arts, poverty, basic needs, education, and more.

Beyond region-wide collaboration and community participation, one of the keys to the giving day's success is the opportunity for participating nonprofits to receive matching funds and prizes sponsored by generous individuals, businesses, and foundations. Donors will have the opportunity to contribute to the ILHIGH Amplify Fund to support all participating nonprofits when they make an online donation at AmplifyATX.org.

I Live Here I Give Here would like to thank its leading media sponsors for their invaluable support of the local generosity movement: *Austin American-Statesman*, *Austin PBS*, *Austin Monthly*, *Austin Woman*, and *Community Impact Newspaper*. ILHIGH would also like to extend a very special thanks to our leading ILHIGH Amplify Fund sponsors who support prizes and matching gift incentives: Reissa Foundation, Greater Round Rock Community Foundation, Austin Community Foundation, Netspend, Tito's Handmade Vodka, Circuit of the Americas, and Shield-Ayres Foundation. Last but not least, the Amplify LIVE event would not be possible without the generous sponsorship of C3 Presents and Tito's Handmade Vodka.

To learn more about Amplify Austin Day 2021, participating nonprofit organizations, and sponsorship opportunities, please visit AmplifyATX.org. Follow I Live Here I Give Here on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for the latest news and updates. Official hashtag: #ILiveHereIGiveHere

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ABOUT I LIVE HERE I GIVE HERE:

I Live Here I Give Here's mission is to make Central Texas the most generous community in the nation. Programs like Amplify Austin Day, See Us Give (formerly See Jane Give and Give Back Jack), Giving Tuesday, Board Internship Program, and the I Live Here I Give Here Awards are designed to help locals find the issues they care about and take action to be part of the solution. By inspiring new and young givers, volunteers, and activists to make an impact on the community where they live, I Live Here I Give Here is ensuring that philanthropy in Central Texas grows and lives on for decades to come. For more information, visit ILiveHereIGiveHere.org.

MEDIA CONTACTS:

Danielle Firestone // 210-573-8926 // danielle@giantnoise.com
Evelyn Sher // 512-717-6672 // evelyn@ilivehereigivehere.org

High-resolution images are available upon request.