

The logo consists of a teal speech bubble with a white outline. Inside the bubble, the text "I Live Here" is on the top line and "I Give Here®" is on the bottom line, both in white, sans-serif font. The bubble has a small tail pointing downwards.

I Live Here  
I Give Here®

# Amplify Austin Day

## I LIVE HERE I GIVE HERE ANNOUNCES EARLY GIVING IN ANTICIPATION OF AMPLIFY AUSTIN DAY

**WHAT:** [I Live Here I Give Here](#) invites Central Texans to participate in early giving ahead of this year's Amplify Austin Day, taking place from 6 p.m. March 6 to 6 p.m. March 7. **Starting today, Jan. 24**, Central Texans can make early donations to their favorite local nonprofits, which will contribute to Amplify Austin Day totals, early giving incentives 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 even small donations starting at \$5 or more.

Amplify Austin Day is the biggest giving event in Central Texas, uniting more than 700 nonprofits from seven counties, including Travis, Hays, Williamson, Burnet, Bastrop, Caldwell and Blanco. Amplify Austin Day aims to increase giving in Central Texas for hundreds of local nonprofits through online giving during a single 24-hour period.

Residents participate through the I Live Here I Give Here [AmplifyATX.org platform](#), where they can search for organizations by keyword, location and 19 cause categories, including racial equity, the environment, animals, the arts, basic needs, children and veterans. Individuals can support all participating Amplify Austin Day nonprofits with a contribution to the Amplify Fund by adding their donation at checkout.

The Amplify Fund was established in 2016 to inspire individuals, foundations, local businesses and nonprofits to participate in Amplify Austin Day. To date, it has given back nearly \$12 million to participating nonprofits. The Amplify Fund raises awareness for Amplify Austin Day and local nonprofits, provides matching dollars to encourage donors, funds prizes for participating nonprofits, and reimburses nonprofits for fundraising costs on Amplify Austin Day. Through the Amplify Fund, nonprofits can access a significant match pool and unlock grand prizes, early giving prizes and hourly prizes. This year, there are multiple local businesses and foundations who have seeded the fund through special challenges, incentives and prizes, including Expedia Group and JuiceLand.

To learn more about Amplify Austin Day 2024, participating nonprofit organizations and sponsorship opportunities, please visit [AmplifyATX.org](#). Follow I Live Here I Give Here on [Instagram](#), [Facebook](#), [LinkedIn](#), [X](#) (formerly known as Twitter) and [TikTok](#) for the latest news and updates.

**WHEN:** Jan. 24 through March 7 at 6 p.m.

**WHERE:** [AmplifyATX.org](#)

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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](https://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](https://LiveHereIGiveHere.org).

**AMPLIFY AUSTIN DAY SPONSORS:**

Amplify Austin Day Sponsors underwrite the giving event to ensure that I Live Here I Give Here has the operating support it needs to host the campaign. From back-end operations of AmplifyATX.org to nonprofit outreach and training, additional staffing, volunteer engagement, advertising and grassroots awareness campaigns, these benefactors ensure that the beloved community-wide tradition continues for our growing region. Sponsors include C3 Presents, Texas Mutual Insurance Company, Tito's Handmade Vodka and Wise.

**MEDIA PARTNERS:**

This year, Amplify Austin Day is being promoted across 30 media outlets in Central Texas. They include Waterloo Media, Austin American-Statesman, Austin Business Journal, Austin Monthly, Austin PBS, Austin Woman and Community Impact.

**MEDIA CONTACT** *(high-resolution images are available upon request):*

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