



**FOR IMMEDIATE RELEASE:**

**Gifts from New Donors or New Sustaining Donors on Give to the Max Day will give The Advocates for Human Rights an extra \$100 per donation!**

**Minneapolis / St. Paul, MN (11/8/2012)** – The Advocates for Human Rights has received a generous matching donation for the 2012 Give to the Max Day. The group of donors has agreed to donate \$100 for every individual who becomes a new donor or a new weekly, monthly, or annual sustaining donor to The Advocates on Give to the Max Day (November 15, 2012), up to \$10,000.

“We are excited to participate again in Give to the Max Day, an event that showcases the generosity of Minnesotans,” said Robin Phillips, executive director of The Advocates. “A matching gift to encourage new donors or monthly sustaining donations demonstrates a serious commitment to the future of The Advocates for Human Rights. We are grateful to the matching donors, and to all of our donors, for their commitment to the human rights of all people in our communities.”

November 15, 2012 will be the fourth annual Give to the Max Day. Created in 2009, the annual marathon fundraising day aims to increase giving to nonprofit organizations across Minnesota. During last year’s Give to the Max Day, 47,534 donors logged on to GiveMN.org (the host for Give to the Max Day) and raised \$13.4 million for 3,978 Minnesota nonprofit organizations. The Advocates received 136 donations from 118 donors on last year’s Give to the Max Day, totaling just over \$20,000.

Phillips added, “The Advocates for Human Rights has been based in Minnesota since its founding here almost 30 years ago. We continue to work to ensure that all Minnesotans enjoy their fundamental human rights and to give Minnesotans an opportunity to engage in the international human rights movement. We are proud of the Minnesota community for coming together on Give to the Max Day to support the critical work of so many nonprofit organizations in the state.”

Headquartered in Minneapolis, The Advocates for Human Rights applies internationally-recognized human rights standards to human rights issues in Minnesota, the United States, and select global communities. The Advocates protects and promotes the rights of women, children, refugees and immigrants, ethnic and religious minorities, and other marginalized communities whose rights are at risk.

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The Advocates for Human Rights, a nonprofit organization headquartered in Minneapolis, Minnesota, is dedicated to the promotion of internationally-recognized human rights. The Advocates has received international recognition for a broad range of innovative programs and holds Special Consultative Status with the United Nations. To learn more about The Advocates’ local, national, and international work, visit [theadvocatesforhumanrights.org](http://theadvocatesforhumanrights.org).