



Amplify Austin

March 20 - 21, 2014 - 24 Hours of Giving

WHAT

Amplify Austin + Boneshaker Project

[Boneshaker Project](#) is participating in [Amplify Austin](#) - an online day of community giving. Sponsored by “I Live Here, I Give Here”, the goal is to raise funds for Central Texas nonprofits – all driven to make a difference in our community. It is a **24-hour event, March 20-21 from 6pm to 6pm**. Every dollar raised during this event will be “*amplified*” through incentive matching dollars from sponsors, so donations go further!

WHY

Publicity, acknowledgment, and cause-marketing value

- When consumers decide where to invest money, as many **as 66% consider a company's dedication to social causes**. * [Cone Cause Evolution & Environmental Study](#)
- The active on-line Austin community will be flooded with mentions about Amplify Austin, SEO surrounding this event will be stellar
- Boneshaker Project's media output, as well as Amplify Austin's turn your participation into a valuable cause marketing opportunity
- If you go a step further and create a business profile, you will be featured on Amplify's [leaderboard](#)

*Contributions to **Boneshaker Project** during Amplify Austin go directly to improve our after school fitness programs, expand our influence within the community, and inspire more children to lead active, healthy lives. While funds may be used for hard goods like bikes, helmets or nutrition, we also create strategic opportunities for children to build friendships, develop leadership skills, and become role models among their peers.*

HOW

Blast out to your network

Facebook or Newsletter:

Join COMPANY in supporting [Boneshaker Project](#) during Amplify Austin, a local online day of giving from 6pm-6pm March 20-21. Boneshaker Project works directly in our community to fulfill their mission: to provide all kids with the opportunity and self-awareness to stay active and live healthy lifestyles. While according to recent reports by Let's Move and the RWJF obesity rates in the US amongst the very young are finally trending down, **we cannot afford to stop now**. [Click here](#) to join us, learn more and preschedule your donation.

Twitter: Join us supporting [@BoneshakerTX](#) during #AmplifyATX Donate <http://bit.ly/1mQJIYh> Inspire #kids to lead active, healthy lives #EndObesity