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Winthrop Kicks Off 48-Hour THANKSgiving Fundraising Challenge Nov. 18

Winthrop University

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11/18/2014



Winthrop Kicks Off 48-Hour THANKSgiving Fundraising Challenge Nov. 18

Quick Facts

- The THANKSgiving Challenge kicked off at 9 a.m. today. The goal: Collect 480 gifts in 48 hours to benefit student scholarships.
- Visit <http://www.winthropalumni.com/thanksgiving> to join the challenge now.

ROCK HILL, SOUTH CAROLINA – Ask **Winthrop University scholarship recipients** what they're most thankful for, and you'll likely hear the same answer: the generous support they receive from donors who make their Winthrop education possible.



During this season of thanks, Winthrop has initiated a new giving challenge to provide more students access to the Winthrop experience. The **THANKSgiving Challenge** kicked off at 9 a.m. today, and the goal is simple: **Collect 480 gifts in 48 hours**. Every gift, regardless of amount, counts. All gifts support the *Winthrop Stands* Initiative and its focus on making the exemplary Winthrop education accessible to more deserving students.

For Winthrop supporters, there's an added incentive to join the **THANKSgiving Challenge**: If Winthrop meets the challenge goal, **Family Trust Federal Credit Union** will give the university an additional \$10,000. Located in York County, Family Trust encourages the community to buy local and bank local, and the company exemplifies these ideals by giving local.

Danny Nicholson, vice president for institutional advancement, said that the challenge presents a valuable opportunity for alumni, faculty/staff and friends to come together in aid of Winthrop students, the university's most essential priority.

"Gifts to *Winthrop Stands* are critical investments in the futures of our students," said Nicholson. "Through the THANKSgiving Challenge, we invite the community to stand with us in making the Winthrop experience accessible to our students."

Join the challenge and **give now**, and **watch the challenge video** to learn how gifts to Winthrop help change lives.

About *Winthrop Stands*

The *Winthrop Stands* Initiative focuses institutional energy on raising scholarship funds in order to provide access, quality and an exemplary education to Winthrop students. Gifts of all sizes and types have a place in *Winthrop Stands*, which allows the university to complete the *Distinction* capital campaign. For more information, contact the **Office of Development** at 803/323-2150 or giving@winthrop.edu.

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