



FOR IMMEDIATE RELEASE

April 26, 2018

Audubon Nature Institute Participates in GiveNOLA Day

Tuesday, May 1, 2018

(New Orleans, La.) – [Audubon Nature Institute](http://www.audubonnatureinstitute.org) will participate in [GiveNOLA Day 2018](http://www.givenola.org) on Tuesday, May 1. Hosted by the [Greater New Orleans Foundation](http://www.greaterneworleansfoundation.org), GiveNOLA Day is the community's fifth annual, 24-hour online charitable giving event.

GiveNOLA Day inspires people to give generously to nonprofit organizations that are making our region stronger, creating a vibrant community for all.

"GiveNOLA Day gifts to Audubon will support our Field Trip Fund and provide free field trips to students in Title 1 schools in the seven-parish metro New Orleans area," said Audubon Nature Institute President and CEO Ron Forman.

The public is invited to visit www.GiveNOLA.org from midnight to midnight on Tuesday, May 1 to make a donation. The minimum donation through GiveNOLA Day is \$10.

In the last four years, the event has raised more than \$15 million for regional nonprofits, including nearly \$4.9 million in 2017. This year, the Greater New Orleans Foundation hopes to raise at least \$5 million from 40,000 donations for more than 700 local nonprofits.

Non-profits that raise funds through GiveNOLA Day are eligible to receive a portion of the "Lagniappe Fund," a pool of incentive dollars raised by sponsors that will be proportionately shared with every participating nonprofit at the end of GiveNOLA Day.

For more information about Audubon Nature Institute, please visit www.audubonnatureinstitute.org. And for more information about GiveNOLA Day and the other nonprofit organizations involved, please visit www.GiveNOLA.org.

About the Greater New Orleans Foundation

The Greater New Orleans Foundation is one of the oldest and largest philanthropic organizations in the region. Its mission is to create a thriving community for all. Every day, GNOF joins other foundations, nonprofit organizations, community leaders, and government officials to address the needs of the community and build consensus for solutions. Together with a family of donors, GNOF has invested over \$100 million in the region since it opened its doors over 30 years ago to respond to community needs.

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