



Contact: Rachel Rosner or Lisa Ponticello
Email: rosner@autismup.org or lponticello@autismup.org

FOR IMMEDIATE RELEASE
Tel: (585) 415-2319 or (585) 248-9011 ext. 108

LOCAL AUTISM CHARITY IN 3RD PLACE IN NATIONAL FUNDRAISING CHALLENGE ON CROWDRISE Community Can Help AutismUp Win \$100,000 from Macy's by Donating to KiteFlite Fundraising Campaign

Rochester, NY, August 3, 2017 — AutismUp, the largest local autism support organization in the Greater Rochester and surrounding areas, is participating in the *Macy's Shop For A Cause Charity Challenge*, a national fundraising competition on CrowdRise, the largest crowdfunding platform for good. Over 700 participating charities across the country are competing for up to \$300,000 in prize money.

AutismUp has joined the Challenge on CrowdRise in hopes of raising \$100,000 to support the expansion and enhancement of programs and services that create opportunities and improve quality of life for thousands living with autism and showcase what a community can accomplish when it comes together. AutismUp is in third place amongst 700 charities nationwide, a testament to the prevalence of autism and the need for autism specialty services. The competition presents AutismUp with a tremendous opportunity to raise up to an additional \$100,000 from Macy's, as well as illustrates the importance of lifetime support for people living with autism and brings national attention to a local grass-roots community effort.

"We are halfway to our goal thanks to generous donations received on behalf of our 80 KiteFlite fundraising teams and Wegmans Food Markets, who donated \$1 for every one of the 10,000 living with autism in our community. We are so grateful to our donors for recognizing and supporting the need in our community," said Lisa Ponticello, Director of Marketing and Development. "We know there are many others in the community that have asked how they can help. Joining the AutismUp KiteFlite fundraising challenge with a donation to CrowdRise will significantly enhance our ability to help thousands of individuals and families living with autism. It also gives us the chance to double our fundraising efforts with a matching prize from Macy's. This would be a game changer for the organization and the 2,000 families we serve."

The Macy's Shop For A Cause Charity Challenge launched on CrowdRise on July 11th at 12pm ET and runs through August 9th at 1:59:59pm ET. The charity that raises the most online during the Challenge wins \$100,000; second place wins \$50,000, third place wins \$25,000, fourth place wins \$15,000, and fifth place wins \$10,000. Since 2006, Macy's Shop For A Cause has partnered with accredited schools and nonprofits nationwide to raise tens of millions of dollars for their ongoing charitable efforts. CrowdRise Challenges are innovative fundraising competitions for charities designed to build capacity, create massive engagement and leverage, and use the power of the crowd to provide new meaningful funding streams for organizations in every sector.

To help AutismUp win the Macy's Shop For A Cause Charity Challenge head to <https://www.crowdrise.com/autismup1>

ABOUT AUTISM UP

Today, between 1 in 68 children are diagnosed with autism. AutismUp is the leading 501c-3 autism organization in Rochester and the surrounding areas. Founded in 2004, by a small group of parents of children with Autism Spectrum Disorder (ASD), it has grown to over 2,000 members whose mission is to support individuals, and their families, by expanding and enhancing opportunities to improve quality of life. All money raised remains local to support customized programs and services.

ABOUT CROWDRISE

CrowdRise is the world's largest crowdfunding platform dedicated exclusively to charitable fundraising. Used by millions of individuals, tens of thousands of charities, hundreds of companies and many of the most famous artists and athletes in the world, CrowdRise enables people to creatively leverage their resources and networks to unlock the power of the crowd to support positive social missions and create massive impact. Founded by actor Edward Norton, film producer Shauna Robertson and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised hundreds of millions of dollars to date. For more information visit www.CrowdRise.com. In January 2017, CrowdRise merged with GoFundMe to offer both people and organizations the best fundraising tools for any cause they care passionately about.

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