

ANIMAL RESCUE LEAGUE of BOSTON



NEWS RELEASE

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Black Friday, Cyber Monday and Giving Tuesday *International Day of Giving Around the Corner*

While retail stores gear up for the post-Thanksgiving crowds looking for deals, charitable organizations like the Animal Rescue League of Boston (ARL) are readying for Giving Tuesday on November 27.

Launching in 2012, [Giving Tuesday](#) is an International movement, encouraging charitable giving to organizations that impact our communities and causes we hold near and dear. Countless organizations throughout Massachusetts and the world will be harnessing the power of social media to invite those looking to give back to donate time, items or financial resources to their respective causes.

ARL will be hosting eight Facebook Live broadcasts, giving those who may be unfamiliar with the organization's work an inside look at ARL's programs and the animals we serve 365 days a year. ARL also wishes to thank our partners in the media, who have consistently shared our stories about animals in need throughout the year – our collaborations often raise people's spirits, and serve as a reminder that ARL is always at the ready to protect animals from abuse and neglect.

Giving Tuesday ushers in the End of Year giving season, where many nonprofits, including ARL, receive the bulk of financial assistance that will allow the respective organizations to continue their essential work in 2019.

ABOUT THE ANIMAL RESCUE LEAGUE OF BOSTON:

The Animal Rescue League of Boston (ARL) is an unwavering champion for animals in need, committed to keeping them safe and healthy in habitats and homes. Founded in 1899, ARL provides high quality veterinary care, adoption, and rescue services; while also confronting the root causes of animal cruelty and neglect through innovative community programs, police investigations, and public advocacy. In 2017, ARL served more than 18,000 animals throughout Massachusetts. ARL is a non-profit 501(c)3 organization. We receive no government grants or public funding and rely solely on the generosity of individuals to support programs and services that help animals in need.

For more information please visit us online at www.arlboston.org; and be sure to follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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