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Twestival is back:

Twestival re-launches to inspire 300 fundraising events across the globe

From 140 characters to 300 fundraising events: pioneering social-media movement re-launches, coordinating thousands of volunteers to organise fundraising events across the globe to help local causes

Twestival, the global movement that has raised millions for good causes across the globe has re-launched today, unveiling a new structure that will inspire hundreds of fundraising events across the globe over the course of 2013. Having already raised millions since its inception in 2009, Twestival is growing dramatically in 2013, reflected in a new approach that will coordinate events across the world throughout the year, rather than on a single day.

It all starts with a tweet

From today, social media users around the world are invited to submit applications to host a 'Twestival' (Twitter Festival) – a live event that brings people and connections from Twitter together for a night of fundraising – in their local community. Over 50 cities from around the world have already signed up to organise an event, with volunteers and Twitter users also selecting the local cause they will be fundraising for. The Twestival Global Team, led by founder Amanda Rose are forecasting over 300 events will take place in as many different cities before the end of the year.

Amanda Rose commented: "This is the biggest change we've made to the Twestival movement since launching in 2009, but our vision remains the same – use the power of social media to give back."

"Those who have been a part of Twestival know it is much more than just global charity events. Twestivals are a great way to connect with others you might only know on social networks. For many, they are an accessible and exciting way to throw support behind causes that have a big impact in the community they live in. It's a chance to find inspiration in those who contribute their time and talent to good causes, and explore the many ways cities can help a great charity."

Year-round fundraising

In previous years, every Twestival has been coordinated to take place on the same day, with over 150 cities hosting a Twestival event in 2011. Following its re-launch, Twestival will now run throughout the year, giving the growing Twitter communities in every city around the world an opportunity to hold their own event and rally around a local cause at a relevant time for them. The shift toward a new model for Twestival gives local organisers greater flexibility and will ensure the impact of the movement is felt by charities throughout the year.

To help make the fundraising process quick, simple and as innovative as the Twestival movement itself,

More information, images and videos can be found at our [Digital Newsroom](#)



PayPal and StayClassy have signed up as official partners for 2013, providing local organisers with cutting-edge donation and organisation facilities. In the US, social enterprise Project 7 will also provide gift packs for local events to help raise money for good causes across the country.

Since 2009, the Twestival movement has raised over \$1.75m (£1.16m) for 285 charities around the world. More information can be found at the new Twestival website, re-launched today, at Twestival.com

For more information about Twestival please click here: www.twestival.com

To view the Twestival 2013 video please click here:

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What is Twestival?

Twestival® (or Twitter Festival) uses social media for social good by connecting communities offline on a single day to highlight a great cause and have a fun event. Twestival is the largest global grassroots social media fundraising initiative to date. Since 2009, volunteers have raised over \$1.75 million for 285 charities and nonprofits. All local events are organised 100% by volunteers and 100% of all ticket sales and donations go direct to projects.

Twestival was born out of the idea that if cities were able to collaborate on an international scale, but work from a local level, it could have a spectacular impact. Over 200 international cities from Buenos Aires to Bangalore, Seattle to Seoul and Hong Kong to Honolulu have participated in Twestival.

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