

PRESS ADVISORY

For Immediate Release

November 24, 2015

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San Francisco Law Firm Announces its First Annual Splash for Social Justice!

Director & Staff Pledge: If We Make Our Fundraising Goal We're Jumpin' in the Bay!

San Francisco – Public Advocates President & CEO Guillermo Mayer has pledged to jump in the beautiful San Francisco Bay if 100% of the staff members of the public interest law firm he leads reach their fundraising goals on **#Giving Tuesday**. Much of the staff of the organization has also pledged to take the dive if they reach the personal goals they've set in support of their organization. Staff will be appealing to friends, family and colleagues to help them reach their goals.

#Giving Tuesday, celebrated the 1st Tuesday after Thanksgiving, is a global day of giving fueled by the power of social media and collaboration. Now in its fourth year, **#Giving Tuesday** has helped to connect diverse groups of individuals, communities and organizations worldwide for one common purpose, to celebrate and support the causes they love and care about.



Who: Public Advocates, President & CEO Guillermo Mayer and Staff Members

What: Splash for Social Justice! We'll jump in the SF Bay if we make our fundraising goals!

When: Wednesday, December 2, 2015 1:00 PM

Where: San Francisco Aquatic Cove in the park area, at the end of Jefferson Street near Fisherman's Wharf

VISUALS: Usually very serious people jumping in the Bay to celebrate a good cause! Not quite an ice bucket, but close.

Public Advocates Inc. is a nonprofit law firm and advocacy organization that challenges the systemic causes of poverty and racial discrimination by strengthening community voices in public policy and achieving tangible legal victories advancing education, housing and transit equity.

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