

# PRESS RELEASE

## For Immediate Release

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100+ Millennials Who Care

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## MILLENNIALS IN SOUTHEAST MICHIGAN GATHERING TO MAKE BIG LOCAL IMPACT

**June 14, 2018** – A diverse group of millennials from Southeastern Michigan have come together to form the *100+ Millennials Who Care* (100MWC) organization in order to make an impact on our local communities through charitable contributions.

“As individuals, we felt it was challenging to make a significant impact in our community” says 100MWC founder Michelle Denno. “We also know there are many millennials who are looking for a way to get involved in a local cause. As a group, we have the ability to contribute to the growth and well-being of our community in ways we never thought possible.”

Welcome to the power of collective giving! When you donate \$100 to a charity, you may wonder if you're making a difference. But when 100 people donate \$100 at the same time, they raise \$10,000 for a worthy cause. That's a real impact!

All that is required of our members is to give \$100 and one hour of your time, four times a year. You don't have to sell any products or solicit silent auction donations. There is no telemarketing or event planning required as a member. Additionally, this is a great opportunity for millennials to network across a broad range of industries.

Each member is allowed to submit a potential non-profit organization at the beginning of each meeting. Three will be drawn and those members will have 10 minutes to pitch their charity and answer questions. All members present, will vote and the organization with the most votes will be our recipient of the evening's donations. Our goal is a donation of at least \$10,000 for that quarter.

*100+ Millennials Who Care* is open to all those who identify themselves as a millennial from Southeastern Michigan who are looking to make a difference by joining the movement of millennial philanthropy.

Our inaugural meeting will be held on Wednesday, September 19, 2018 at the Emagine Theatre in Downtown Royal Oak (200 N. Main St., Royal Oak, MI 48067). The meeting will run from 7-8 p.m. and followed by an optional networking session from 8-9 p.m.

To learn more about the organization and complete the online membership form, please visit: [www.100millennialswhocare.com](http://www.100millennialswhocare.com)

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