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Office of University
Communications

April 6, 2017

"Double Dawg Day" to Offer Donors Maximum Financial Impact Opportunity

BOILING SPRINGS, N.C. – Supporters of Gardner-Webb University will have a unique opportunity to extend the reach of their monetary gifts to scholarships and financial aid with "Double Dawg Day," planned for Wednesday, April 19. On that day only, donations to the GWU Annual Fund will be matched dollar-for-dollar up to the matching donor's limit.

2017 #DoubleDawgDay

According to Sara McCall, director of GWU's Annual Fund, this is the second year the University is offering Double Dawg Day. She hopes donors will take advantage of the match opportunity to double their investment in students.

"The annual fund supports student financial aid and scholarships," said McCall. "We hope that members of the Gardner-Webb community will once again rally their friends, tweet about the match day, and even challenge others with a 'Double Dawg Dare' gift. Your contribution to the annual fund helps meet students' needs and keeps them on track for graduation."

Each year, nearly 97 percent of students receive some form of scholarship or financial aid, and a large part of that assistance is directly connected to the GWU Annual Fund. Officials are excited about the upcoming Double Dawg Day and encourage first-time donors and long-time supporters to participate.

"Gardner-Webb alums, parents, and friends who give financially help students and the GWU community as a whole," McCall reflected. "These gifts are vital to students' opportunities and successes. Supporters and donors have made—and will continue to make—a substantial difference in the lives of today's young people."

To learn more about how to participate in the Double Dawg Day on April 19, visit gardner-webb.edu/donate or contact Sara McCall at 704-406-2475.

Located in the North Carolina foothills, Gardner-Webb University is a private, Christian, liberal arts university that prepares students to become critical thinkers, effective leaders and compassionate servants in the global community. Emphasizing a strong student-

centered experience and rigorous academics, Gardner-Webb ignites learning and service opportunities for undergraduate and graduate students. Ignite your future at Gardner-Webb.edu.