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### **Gardner-Webb Announces Dollar-for-Dollar Financial Match Annual Fund Event**

Office of University Communications

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# Gardner-Webb Announces Dollar-for-Dollar Financial Match Annual Fund Event

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Office of University  
Communications

April 11, 2016

*“Double Dawg Day” on April 21 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 financial gift with “Double Dawg Day,” planned for Thursday, April 21. On that day only, each donation to the GWU Annual Fund will be matched dollar-for-dollar, or until the matching donor’s limit is reached.

According to Sara McCall, director of the annual fund at Gardner-Webb, this is the first year the University is offering Double Dawg Day, and she hopes donors will consider taking advantage of the opportunity to enhance their investment and make a difference for students.

“The annual fund is used for student financial aid and scholarships,” said McCall. “We hope that members of the Gardner-Webb community will rally their friends, tweet about the match day, and even challenge others with a ‘Double Dawg Dare’ gift. Each 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 majority of that assistance is directly connected to the GWU Annual Fund. Officials are excited about the upcoming Double Dawg Day, and hope the promise of a matching gift will encourage both first-time donors and long-time supporters to participate.

“Gardner-Webb alums, parents, and friends who give financially have such a huge impact on the lives of 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 21, visit [gardner-webb.edu/donate](http://gardner-webb.edu/donate) or call Sara McCall at 704-406-2475.

*Located in Boiling Springs, N.C., Gardner-Webb University offers a comprehensive academic experience that introduces students to the diverse world of ideas and to the people who think them, preparing them not only for professional success but for lives*

*marked by empathy, compassion and a commitment to service on the broadest scale.*