



MEDIA RELEASE

Academy of Model Aeronautics

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The Academy of Model Aeronautics (AMA) Foundation is hosting a national fly-a-thon as part of its #GivingTuesday campaign on November 27. Members of the AMA are asked to fly and raise money or support a staff pilot to help the AMA Foundation reach its goal of raising \$15,000. This campaign is part of AMA Foundation's efforts to raise \$300,000 in 2018.

#GivingTuesday is a global day of giving fueled by the power of social media. Celebrated on the Tuesday following Thanksgiving (in the US) and after the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season when many focus on their holiday and year-end giving.

The AMA Foundation campaign will be live on Facebook throughout the day. Members of the team will interact with staff pilots who are seeking financial support for two hours of flight. "If each person can raise \$2.10 per minute, we can hit our goal," stated AMA Foundation Director of Development Mande Mikulski. "We think this is going to be a ton of fun for those supporting our pilots, as well as the people across the country who have signed on to raise money as a club or in their own backyards," she added.

Donations to the AMA Foundation support four main causes: AMA scholarships, AMA club grants for promotion of the hobby, the National Model Aviation Museum, and more than 20 educational programs developed by AMA to grow the hobby and provide fun, educational tools to teach youth about aviation and related careers.

How can you participate?

Individuals/clubs: Download a pledge form, collect pledges (per minutes of flight), fly, and mail in the proceeds. Donations are tax deductible. You can also elect to support the pilots flying at AMA that day with a pledge followed by a contribution.

Companies: Help us promote the event by including a link to your website, company newsletters, etc. We will provide a live shout-out during our Facebook Live segments if your company agrees to either support our staff pilots or pledges to support your own staff, or contribute in some other way. Corporate support will help make this inaugural fly-a-thon a success.

Ready to learn more? Visit amafoundation.modelaircraft.org/flyathon to pledge, download a pledge form, or for more information about this event. Contact Mande via email at donations@modelaircraft.org with questions.

The AMA Foundation supports the past, present, and future of model aviation by providing funding to AMA's benevolent programs. These programs are outside traditional membership services provided by AMA and established to continue the growth of the hobby, youth involvement, and encourage careers in aviation.