

**FOR IMMEDIATE RELEASE:**

**October 7, 2013**

For further information please contact:

Joan Taylor  
Chairperson  
(518) 587-1057

John Fullerton  
Administrator  
(518) 584-5844

**ADIRONDACK TRUST COMPANY COMMUNITY FUND ANNOUNCES 2013 AUTUMN OF GIVING MATCH CAMPAIGN**

**Saratoga Springs, New York....**On October 1, The Adirondack Trust Company Community Fund launched its month long Autumn of Giving Match Campaign: a community-wide initiative to raise funds and awareness, share the Community Fund's story, and engage the community as champions for local causes. To double its impact, the Adirondack Trust Company will match all donations made during the Campaign, and 100% of the funds raised will benefit local charities through its "Lend-A-Hand Grants" program.

Speaking on behalf of the ATC Advisory Committee, volunteer Chairperson, Joan Taylor, noted: "We have been excited, and touched by the grants we have been able to distribute over the past two years. This past June, Lend-A-Hand Grant recipient, After The Fire, Inc., was there to assist 32 Saratoga Springs residents left homeless due to a devastating row house fire. In addition to helping Fire survivors, other examples of ATC Funds at work include providing nutritious meals for area families in need, empowering children through photography, and assisting a program to help talented, underprivileged students stay in school and excel. This campaign, the first of its kind, brings the ATC Community Fund, The Adirondack Trust Company, local business partners and our community's nonprofits together to work to extend our ability to help others in our community. The Matching Campaign's goal is to raise a minimum of \$10,000, through individual donations, as well as our eighteen business partner's generous promotions."

The Matching Campaign provides three easy ways the community can get involved:

**DONATE October 1-31st :**

- Online via the Adirondack Trust Company Community Fund Facebook Make the Match App, or at the website page ([atccf.org](http://atccf.org))
- On site at the Apple Bushel Basket display at bank branches and many business partners.
- Via Mail at ATC Community Fund, Attention K. Gallo, 31 Church Street, Saratoga Springs, NY 12866 (518) 584-5844

**PARTICIPATE** in Business Partner's Campaign Promotions and Special Events. Eighteen local businesses have partnered with the Autumn of Giving Match Campaign and are offering special promotions which, in turn, generate a donation to the ATC General Community Fund that will be matched by The Adirondack Trust Company. Visit [www.atccf.org/autumn-of-giving](http://www.atccf.org/autumn-of-giving).



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Ø **VOTE FOR A CAUSE:** Vote for your favorite, previous Lend-A –Hand Grant recipients by using the App on the Fund’s Facebook page and help steer ATC Community Fund’s future charitable giving. The local charity with the most votes in each cause of three categories will be the winner of a \$500 grant.

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**The Adirondack Trust Company Community Fund ("The Community Fund")** was established in 2009 to serve as a perpetual source of philanthropic support for the needs of local charities. The Fund is an independent 501(c) (3) charitable organization. The Adirondack Trust Company serves as the Trustee and Administrator of The Community Fund with the guidance of an **Independent Advisory Committee**, comprised of individuals from the community.

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