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**FOR IMMEDIATE RELEASE**  
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## **Avidia Bank donates \$10,000 Match to United Way of Tri-County For #GivingTuesdayNow Campaign In response to urgent COVID-19 Need**

The United Way of Tri-County and Avidia Bank have come together to respond to needs of citizens across the MetroWest/495 Corridor affected by the COVID-19 crisis.

#GivingTuesdayNow is a day of giving and unity, set to take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. The day is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world.

Locally, Avidia Bank will match donations up to \$10,000 made to the United Way of Tri-County's Emergency COVID-19 Community Response Fund for #GivingTuesdayNow from Monday, May 4 through Tuesday, May 5.

*"We are proud to continue our partnership with United Way of Tri-County by contributing to their Giving Tuesday Now initiative," said Mark O'Connell, President and CEO of Avidia Bank. "By making this donation we'll be able to help support families experiencing hunger due to the COVID-19 Pandemic."*

*"We are tremendously grateful to work with Avidia Bank on the Giving Tuesday Now campaign," adds Paul Mina, President & CEO at the United Way of Tri-County. "Avidia Bank is truly passionate about giving back to the communities where they live and work. We are so appreciative of their outpouring of support and helping to expand our impact by matching Giving Tuesday Now donations."*

Funds raised will support the skyrocketing demand for services at the he United Way of Tri-County's food pantries in Marlborough, Framingham, and Clinton, and two hot meals programs in Framingham and Clinton. Hundreds of new families have registered for help since the pandemic hit. Demand is expected to surge in response to the quarter million residents who have been furloughed or lost their jobs and are still waiting for their unemployment funds to begin to arrive.

At a time when we are all experiencing the pandemic, generosity is what brings people together around the globe. Generosity gives everyone power to make a positive change in the lives of others and is a fundamental value anyone can act on. Giving Tuesday Now is a day for everyone around the world to stand together and find a way to give back, no matter who or where we are.

Those interested in joining Avidia Bank to support the United Way of Tri-County during the #GivingTuesdayNow campaign can visit their website at [www.uwotc.org/covid](http://www.uwotc.org/covid).

## **About The United Way of Tri-County**

The United Way of Tri-County is a community building organization that brings people together to care for one another. We provide programs and services, connect volunteers, strengthen agencies, teach social responsibility, and meet the critical needs of the community with the help of people like you. For more information visit the United Way Website at [www.uwotc.org](http://www.uwotc.org)

## **About Avidia Bank:**

Avidia Bank is a \$1.6 billion Community Bank, headquartered in Hudson, MA with additional branches in Westborough, Framingham, Shrewsbury, Clinton, Leominster, Marlborough and Northborough. The Bank provides personal, commercial and residential banking services. Member FDIC Member DIF.

## **About GivingTuesday**

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

#GivingTuesdayNow is organized by GivingTuesday, in partnership with its global network of leaders, partners, communities and generous individuals. GivingTuesday is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world.

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