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DIGITAL BRANDS COMMITS \$20,000 MATCHING GIFT TO GRACE IN CELEBRATION OF JOSH GREENBERG DAY

DONATIONS MADE TO GRACE BEGINNING SATURDAY, APRIL 17 WILL BE DOUBLED DURING THE ORGANIZATION'S AMAZING GIVE CAMPAIGN.

Digital Brands, a fast-growing developer of high-traffic websites in competitive online verticals, announced Saturday that it will match up to \$20,000 of contributions to GRACE in honor of Josh Greenberg Day. The matching gift will kick off The Amazing Give Workday Edition, Gainesville's local giving day, to support programs and services at GRACE, a local one-stop assistance center and emergency shelter for people without housing.

"A matching gift provides a wonderful opportunity to raise support for nonprofits participating in The Amazing Give," said Barzella Papa, President and CEO of the Community Foundation of North Central Florida. "Research has shown that organizations with a matching gift raise four times more than those without. This \$20,000 match for GRACE is an incredible contribution in honor of Josh."

The announcement comes as the community celebrates Josh Greenberg Day. Greenberg, an early pioneer in the Gainesville tech scene, helped launch Grooveshark and other startups and developed a reputation as a friend, mentor, and supporter of countless others in the community. He passed away unexpectedly in 2015.

"Josh Greenberg influenced not only Digital Brands as a company, but the City of Gainesville itself," said Digital Brands CEO Toby Sembower. "Josh would be very proud of this campaign, seeing tech companies and others come together to help those most in need during some especially tough times."

CONTINUED ON NEXT PAGE



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The money raised during this campaign will support the crucial programs and services provided by GRACE. Since 2014, GRACE has moved more than 1,600 people into permanent housing, helping to reduce local homelessness by 36%. The Josh Greenberg Memorial Computer Lab on the GRACE campus, created by Digital Brands in 2018, serves nearly 5,000 people annually. Sembower hopes the gift will encourage others in the tech community to honor Greenberg's legacy by supporting GRACE.

"Technology is as much a basic need these days as food, clothing, and shelter," said Jon DeCarmine, Executive Director of GRACE. "We are honored to help carry on Josh's legacy in a way that provides meaningful impact to people in our community."

In addition to the matching gift announced today, Digital Brands has partnered with GRACE to develop and implement the Josh Greenberg Memorial Computer Lab, as well as developing the non-profit's website and digital presence since 2017.

Additional resources:

Josh Greenberg Day - www.joshgreenbergday.com

Digital Brands - www.digitalbrands.com

GRACE - www.gracemarketplace.org

The Amazing Give Workday Edition - www.theamazinggive.org

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