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## **TomTod Ideas Takes a Different Approach to Giving Tuesday**

Canton, OH – Oct. 18, 2016 – TomTod Ideas, a Canton nonprofit that empowers middle school students, is giving back this Giving Tuesday, Nov. 29, by surprising others with gifts.

Giving Tuesday is celebrated on the Tuesday following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday. Fueled by social media, Giving Tuesday focuses on giving to nonprofits through social media.

TomTod Ideas was an early adopter of Giving Tuesday, but this year, the TomTod Ideas team is using the day to give back to others.

“True to the spirit of the holiday season and the middle school students we work with, we reimagined Giving Tuesday,” said Joel Daniel Harris, Executive Dreamer of TomTod Ideas. “We’re excited to spend the day to give to others who have supported TomTod Ideas.”

The TomTod Ideas team will be using the power of social media to record their Giving Tuesday live. Without giving too much away, several stops will be made throughout the day surprising supporters throughout Stark and Summit Counties.

Follow along on TomTod Ideas’ social media beginning at 8 a.m. on Nov. 29.

[Facebook.com/TomTodIdeas](https://www.facebook.com/TomTodIdeas)

[Instagram.com/TomTodIdeas](https://www.instagram.com/TomTodIdeas)

[Twitter.com/TomTodIdeas](https://www.twitter.com/TomTodIdeas)

To cover this story, ride along with the TomTod team on Giving Tuesday or to contact TomTod Ideas for an interview, please contact:

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Empowering middle school students to launch  
absurd ideas that enhance the common good.

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**About TomTod Ideas**

TomTod Ideas empowers tomorrow's ideas from today's middle school students. The nonprofit runs a mentoring program, summer camp, and in-school learning cohorts, all asking the question what if? while engaging middle school students in idea development and implementation for the common good. Learn about ideas launched by middle school students and how your middle school student can get involved at [tomtodideas.org](http://tomtodideas.org) or [facebook.com/tomtodideas](https://facebook.com/tomtodideas).

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