

Charity Aware partners with Paragon Odyssey 15 IMAX to help Neighbors, Inc. during the holiday season

Charity Aware and Paragon Odyssey 15 will collect toys and non-perishable food items for Neighbors during The Hobbit premiere

Woodbury, Minn., Dec. 9, 2013 – Charity Aware announced today it will partner with Paragon Odyssey 15 IMAX during the premier weekend of *The Hobbit: The Desolation of Smaug* (Dec. 12-15), to support Neighbors, Inc. – a nonprofit social-service agency that helps Dakota County families in times of need. During December, Neighbors helps provide meals and toys to approximately 1,000 families. All moviegoers who bring nonperishable food or toy items will receive a Charity Aware t-shirt and a free concession upgrade. Additionally, Charity Aware is giving away 25 pairs of tickets to the midnight premiere of *The Hobbit*.

Charity Aware is a new, Twin Cities-based nonprofit organization dedicated to creating the next generation of philanthropists by changing the way youth engage with charitable causes.

"This is the time of year when people give to and depend on charities most," said Jonathan Wood, founder of Charity Aware. "We hope to capitalize on the holiday giving spirit for the betterment of those in our communities who are less fortunate and hope moviegoers show up with arms full of food and toys for people in need."

"The Paragon Odyssey 15 in Burnsville is dedicated to giving back to our community by helping locally based charitable organizations," said Niki Wilson, vice president of marketing and publicity, Paragon Entertainment. "And to celebrate the opening of our new IMAX screen, we're so proud to be able to join forces with Charity Aware and the good work it's doing with young people in the Twin Cities area."

"We are so grateful for both Charity Aware and Paragon Odyssey 15 IMAX for thinking of Neighbors, Inc., and for their incredible generosity. We rely on the support of the community, and it is so wonderful to see it come together in great partnerships like this one," said Audra Magel, events manager at Neighbors, Inc.

The movie debuts at midnight on Thursday, Dec. 12. Those who attend will also get a chance to learn more about Charity Aware and meet the team. People can enter the ticket giveaway until 8 a.m. on Tuesday, Dec. 10: <http://charityaware.org/contact/hobbit/>



About Charity Aware

The nonprofit exists for one reason: to inspire teens to volunteer. Through social media and gamification, Charity Aware helps teens do exactly that. The name of the game is Charitories, a game of metro domination in volunteer work. Charity Aware encourages teens to gather their classmates and use volunteer and community service hours to take over as many territories as they can, working together to gain strength while outwitting rival schools. Charitories is in development, and will be unveiled with a Twin Cities pilot program this spring.

