

LET'S REDEFINE HOLIDAY GIFTING



Sign Up to Be Notified When Our #REDEFINEGIFTING Giveaway Launches!

Name

First Last

Email

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Last year investor and philanthropist Ray Dalio (who for years has been giving his own friends and colleagues the gift of a donation to their favorite charities) invited some generous friends to contribute to a massive giveaway of TisBest Charity Gift Cards. No catches, no strings attached. Ray simply wanted others to experience this kind of gift in hopes they might consider the idea for their own holiday gifts. He partnered with Ashton Kutcher, Reed Hastings, Arianna Huffington, Jay Shetty, Dr. Oz, Gayle King, and others to give away \$2 million dollars worth of TisBest Charity Gift Cards to more than 30,000 people through the #RedefineGifting campaign. ([You can read more here!](#))

The cards were a huge hit. Not only were they all gone within hours; they also prompted a wave of people paying it forward by buying charity gift cards as holiday gifts. This surge actually tripled the amount donated to charity from the previous year!

So this year Ray, TisBest, and friends are teaming up again to spread the word. Just think about it: the amount of money that's spent on candy (that's right, candy!) during the holidays is greater than the annual budgets of the American Cancer Society, the American Heart Association, and Habitat for Humanity—combined! If we can make even a small shift away from wasteful holiday spending, it will still have a tremendous impact.

Sign up now to be one of the first to know when our new giveaway goes live.

Together, let's #RedefineGifting.

Share the Love with Friends

Psst... You can also pass along this gift of giving to others. Spread the word!



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