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**For Immediate Release**

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**Salt Innovation Joins the Global #GivingTuesday Movement and pledges to raise awareness for alternative Asthma and Allergy therapy**

Salt Innovation has joined **#GivingTuesday**, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Occurring this year on November 28, #GivingTuesday is held annually on the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday to kick off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

“Our mission is to improve the knowledge and understanding the benefits of Himalayan salt for human body. By enhancing the education and research on Himalayan salt, we hope to focus salt therapy options for asthma and allergies and work towards improvement of patient’s quality of life”, says founder Idrees Munir, PhD., leading this worldwide effort.

**#GivingTuesday** is a new way of linking individuals and causes to strengthen communities and encourage giving. In 2016, the fifth year of #GivingTuesday, millions of people in 98 countries came together to give back and support the causes they believe in. Over \$177 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

Those who are interested in joining Salt Innovation’s #GivingTuesday initiative can visit [Saltinnovation.org](http://Saltinnovation.org). For more details about the #GivingTuesday movement, visit [www.givingtuesday.org](http://www.givingtuesday.org), or follow the #GivingTuesday hashtag on social media.

**About Salt Innovation**

Salt Innovation is a collaborative, international research and education network focused on understanding the therapeutic effects of salt therapy for respiratory diseases. By promoting research on salt therapy, we strive towards the building of an evidence base that will improve the quality of treatment. To this end, Salt Innovation gathers expertise in the areas of medicine, public health, experimental design.

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