



PRESS RELEASE

Front Royal Proclaims September 25 Dollars for Dolly Day

FRONT ROYAL, Va. — The Town of Front Royal will recognize Friday, September 25, 2026, as **Dollars for Dolly Day**, inviting residents to support a cause meaningful to them through donations, volunteer service, or other acts of generosity. The community campaign will continue through Giving Tuesday on December 1.

Dollars for Dolly honors Dolly Parton's example of generosity by encouraging individuals to support the causes closest to their hearts. Rather than directing donations to one organization, the campaign connects residents with participating local nonprofits through **DollarsForDolly.com**. The Town and Dollars for Dolly do not collect or process donations.

"Dolly Parton showed generations of people what can happen when generosity is guided by the heart," said Mayor Lori A. Cockrell. "Dollars for Dolly Day gives our community an opportunity to honor that example by supporting the local causes that matter most to each of us."

Local nonprofits and community causes are invited to register at DollarsForDolly.com. Residents are encouraged to tell their favorite organizations about the campaign and invite them to participate.

Individuals, businesses, civic groups, and faith communities can also offer matching gifts to support a participating organization.

Beth Medved Waller, founder of WHAT MATTERS and a charter member and former president of the Rotary Club of the Northern Shenandoah Valley, is offering a match of up to \$5,000 for HALO Read on behalf of the Rotary Club of the Northern Shenandoah Valley. HALO Read, administered by the Warren Coalition, supports Warren County's local Dolly Parton's Imagination Library program, which provides enrolled children with a free, age-appropriate book each month from birth through age five. Community members may contribute toward the HALO Read match at HALORead.com.

"What matters is your heart," said Waller. "We are inviting everyone to honor Dolly's example by giving whatever they can—whether that means dollars, time, service, or helping spread the word."

September 25, written as **9/25**, offers a nod to Dolly Parton's famous "9 to 5." The Dollywood Foundation has announced September 25 as its first annual "Give Like Dolly" day. Organizers hope other communities will adopt the Dollars for Dolly model and encourage local giving through Giving Tuesday.

How to Participate:

- **Nonprofits:** Register at DollarsForDolly.com.
- **Donors:** Give directly to the participating organization(s) of your choice.
- **Residents:** Encourage your favorite nonprofit to register and share the campaign.
- **Matching champions:** Offer a matching gift to a cause meaningful to you.

About Dollars for Dolly

Dollars for Dolly is an independent community-giving initiative created to honor Dolly Parton's legacy of generosity. DollarsForDolly.com connects donors with participating organizations' official donation pages but does not process donations. The initiative is not affiliated with or endorsed by Dolly Parton, the Dollywood Foundation, or Dolly Parton's Imagination Library. The website is sponsored by the Rotary Club of the Northern Shenandoah Valley.

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