

MEDIA ADVISORY: Random Act of Kindness Day

Kindness Sweeps Community!

PHOTO OPPORTUNITIES FOR FRIDAY, NOV.9

8:00 a.m.	St. George's Square	Free pancake breakfast hosted by The Letter M, Capistrano's and Appetizingly Yours
8:00 or 8:15 a.m.	Downtown bus terminal	Free coffee and muffins to commuters courtesy of RLB LLP
8:30-8:45 a.m.	Intersection Gordon and Stone	"Abbey Road" Random Act of Kindness Day photo op. Join RAKDay champions as they pose and inform Guelph motorists
8:00-10:00 a.m.	The Co-operators 130 Macdonell St	The kindest elevator operators in town offer white glove service to Co-operators employees
9:30-10:30am	400 Speedvale Ave. Crestwicke Church Basement - Room 107	FREE Music 'n Motion Class
10:30 a.m.	Guelph Public Library Main Branch	Special Storytime called Imagination Station to focus on Kindness & Friendship
10 a.m. - 3 p.m.	University of Guelph Cannon & Raithby Porch	Student Life, Central Student Association & Student Volunteer Connections giving away some tasty treats, holding a food drive to prepare for the holiday season, huge banner signing to share RAKs witnessed, received, or planned!
2:00-4:00 pm	343 Waterloo Avenue	The Mortgage Centre team will deliver coffee and donuts to 'secret' locations around town.
ALL DAY	Guelph Transit Buses	Free copies of The Guelph Mercury on city buses as well as 40 Guelph Transit passes that will circulate all day
ALL DAY		'Random' hot chocolate delivered around town by GoodLife Fitness
ALL DAY	649 Scottsdale Dr Unit 101	Free hot chocolate at The Co-operators courtesy of Paul Moran
ALL Day		Magic 106.1 & CJOY 1460 radio announcers will perform Acts of Kindness around town
ALL Day & ALL MONTH	Westwood Public School 495 Willow Road	Westwood Public School is celebrating RAK Day all month with various initiatives including collecting food items for the Westwood Neighbourhood Group Food Cupboard http://www.ugdsb.on.ca/westwood/index.aspx(519)823-5450
ALL Day	Macdonald Stewart Art Centre	Free day membership



MEDIA RELEASE

Guelph's Kindest Day of the Year

(Guelph, ON) – Over 200 organizations and community groups will join together on Friday, Nov. 9 to celebrate Guelph's kindest day of the year.

Random Act of Kindness Day is an opportunity to do something kind for someone else, to appreciate our fellow citizens and for community building. The concept is simple – one person does a kind act for another and gives that person a Random Act of Kindness card. The recipient of the act “Pays it Forward” by doing something kind for someone else.

“The best thing about Random Act of Kindness Day is that it is a great equalizer,” says Foundation board member and RAK Day chair Dominique O’Rourke. “A child can give a hug and a ‘Pay-It-Forward’ card to their crossing guard. The crossing guard buys a coffee for the person behind them in the drive-through and passes the Pay-it-Forward card along.”

Thanks to donations from KH&A and The Co-operators, 60,000 Random Act of Kindness Day “Pay-it-Forward” cards have been distributed throughout the community at City of Guelph locations, through Scouts, churches, schools, businesses and workplaces. “I was getting calls that locations were running out so The Co-operators saved the day by printing an extra 10,000 cards,” says O’Rourke. “It’s the best news possible. Imagine at least 60,000 kind acts in Guelph in a single day. Imagine it multiplied by one or two. That’s a real impact.”

Research shows that kindness is contagious and increases group cohesion and employee engagement. It involves and empowers everyone. It builds community and helps keep Guelph a great place to live. The day is an invitation to make kindness a way of life.

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About Random Act of Kindness Day

Initiated in 2008 by the Kitchener-Waterloo Community Foundation, Random Act of Kindness Day has now grown to include numerous communities including Cambridge, Guelph, Oakville, Brantford, Orillia, London and Windsor. It is an opportunity for everyone to build community.

About The Guelph Community Foundation

The Guelph Community Foundation is a charitable public foundation whose purpose is to provide leadership in promoting community philanthropy and enhance the quality of life for the citizens of Guelph and surrounding communities. The Foundation pools the charitable gifts of many donors into permanent, income-earning endowments. Income from the endowments supports a wide range of charitable programs and activities. Total assets under administration are over \$9.7 million with



almost \$7 million in permanent endowed assets. Since inception, over \$2 million has been distributed to 723 charitable initiatives.

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For more information about Random Act of Kindness Day, contact:

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