



FOR IMMEDIATE RELEASE: OCTOBER 19, 2016

Let's show that we believe in Kindness on Friday November 4th!

DO YOU BELIEVE IN KINDNESS? Small acts of kindness have the ability to change a person's day, their perspective, and their life. If you add in the ripple effect of hundreds and thousands of people across Canada demonstrating small acts of kindness, all on the same day – can you imagine the difference we can make together? Kindness has to start somewhere, right? So why not with you and me.

The Guelph Community Foundation is once again encouraging the community of Guelph, and its surrounding communities, to do something that injects a bit more kindness into the world on Random Act of Kindness Day® this coming Friday November 4th, 2016. The message of kindness is an important one for everyone who lives in our community – from our students, teachers, business owners, employees, kids, parents, seniors, and anyone interested in sharing kindness, and passing it on – to create an impactful day of "believing in kindness". Believing that our actions have consequences. That our words hold weight. That others may do the same if they witness kindness from us.

Even though The Guelph Community Foundation supports demonstrating kindness every day, Friday November 4th has been designated a day where we can try to **revitalize the kindness concept on a mass scale** and band together as a community, and as a country, to spread it around. It is not a fund raiser, but a conscience-raiser. Stay tuned on social media, where the community will be "caught in the act of kindness" and where we are sharing kindness stories through images, video, and inspiring words – and we'll continue to share the kindness throughout the month of November.

Everyone is invited to post their own acts of kindness on Facebook and Twitter, using **#RAKGuelph @GuelphCF #believeinkindness** so that we can share and allow everyone to see the impact of what's going on around the community on Friday November 4th. You are also invited to share The Guelph Community Foundation's kindness posts leading up to Random Act of Kindness Day® to help encourage others.

Why should people participate in Random Act of Kindness Day®? We believe your vision, like the vision of The Foundation and its volunteers, is to help build a better community. We believe there is a need out there, and we can make a real, impactful difference on Random Act of Kindness Day® that could encourage people to "think outside themselves" just a little more often. For companies, it demonstrates community support, goodwill and kindness. For citizens, it is a feel-good day that may encourage people to act with kindness more often in their everyday lives. For schools, it is an opportunity to support the curriculum with a kindness-based message of empathy and anti-bullying. Sometimes an act of kindness can make all the difference to someone. Together, we can encourage as many people as possible to believe in kindness this RAK Day.

HOW CAN I PARTICIPATE?

There are a lot of ways to participate **STARTING NOW**, but also on **Friday November 4th**:

1. **Anyone** can participate by **hanging a poster** for Random Act of Kindness Day® in their window, or putting a counter card on your reception desk. There are a variety of messages to choose from, *"believe in kindness"* *"take what you need"* *"kindness inspires kindness"*, and various other posters that remind people that Random Act of Kindness Day® is coming on Friday November 4th. Anyone can download and print posters and materials for FREE
<http://www.guelphcf.ca/CommunitybrInitiatives/RandomActofKindness.aspx> or **we have pre-printed posters** that are also available free of charge by emailing your request to lcarter@guelphcf.ca
2. Citizens, schools and companies are invited to **hand out pre-printed cards on November 4th** that say *"Believe in Kindness: How beautiful a day can be when kindness touches it"*. Card holders are encourage to hand over the card to someone else and perform a simple act for that person. These cards are available for FREE by contacting The Guelph Community Foundation at lcarter@guelphcf.ca
3. Companies, schools and community organizations are encouraged to **plan their own "acts of kindness" on November 4th** and engage with their customers, fellow students and community. Some examples of previous activities include serving a hot breakfast to their customers, giving out free suckers, offering free coffee, giving out free newspapers, raking leaves for seniors, students creating cards of thanks for their teachers and giving them out, etc. For a list of 50 Kindness ideas that anyone can download visit our website
<http://www.guelphcf.ca/CommunitybrInitiatives/RandomActofKindness.aspx>
4. Everyone is encouraged to post a message of kindness on their Facebook page, Twitter message, or LinkedIn post – starting right now to remind people about November 4th...and especially on Friday November 4th. We ask that you include in your posts **#RAKGuelph @GuelphCF #believeinkindness** so we can share what's going on in the community together.

FOR MORE INFORMATION:

Please contact Lianne Carter Ladner, Marketing & Communications Manager

lcarter@guelphcf.ca 519-821-9216