

MEDIA RELEASE

Guelph's Kindest Day of the Year – Mark your calendar

(Guelph, ON) – Over 200 organizations and community groups will join together on Friday, November 1 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 co-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. They spread the kindness at work. Everyone has a role to play in community building."

Free Random Act of Kindness Day "Pay-it-Forward" cards can be ordered online directly at <https://guelph-rakday2013-cards.eventbrite.ca/> and more information is available at www.guelphcf.ca.

Research shows that kindness is contagious. It 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. This is Guelph's fourth Random Act of Kindness Day.

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 funds under administration are \$10.4 million with over \$7 million in permanent endowed assets. Since inception, over \$2 million has been distributed to over 800 charitable initiatives.

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