

MEDIA RELEASE

Random Act of Kindness Day® - Nov. 7, 2014

(Guelph, ON) – Random acts of kindness happen every day. They happen anywhere and anytime throughout the year. Random Act of Kindness Day® is a day dedicated to celebrate and to think about kindness. Give some thought about the kind of community you want to be part of and then join us in spreading kindness on Friday, Nov. 7.

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. “With everything we see in the news around the world, why wouldn’t you do something kind in our community?” says Hilary Coates, RAK Day® Chair. “After all, kindness starts somewhere.”

KH&A donated all of the Random Act of Kindness Day® posters and “Pay-it-Forward” cards that have been distributed at various locations around the city including Guelph Public Libraries, churches, schools, businesses and workplaces. There are some extraordinary events planned in the community that will be a wonderful surprise for the recipients of these acts of kindness. “Watching someone’s face light up when they receive an act of kindness is just amazing!” says Coates.

The day is an annual community–building initiative of The Guelph Community Foundation and has been supported by people doing great things since 2009. We invite participants to share their stories on Twitter with the hashtags #RAKGuelph, #RAKDAY and join us @GuelphCF on Twitter or on The Guelph Community Foundation’s Facebook page. Looking for ideas to get involved? Visit www.guelphcf.ca for a list of 101 Random Acts of Kindness.

According to the organization Life Vest Inside, there is some amazing science to kindness. Kindness stimulates the production of serotonin which helps make you happy. Even more amazing is that an act of kindness boosts serotonin in the giver, the receiver, and everyone who witnesses it! An act of kindness is also calming, promotes social bonding, increases trust and generosity, and strengthens the immune system.

The Guelph Community Foundation believes kindness builds community and helps keep Guelph a great place to live. The day is an invitation to make kindness a way of life.



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 funds under administration are \$11.3 million with over \$8 million in permanent endowed assets. Since inception, over \$2.7 million has been distributed to over 800 charitable initiatives.

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