

**FOR IMMEDIATE RELEASE**

## **Will you be caught in the Act of Kindness on Friday November 6<sup>th</sup>?**

The message of Random Act of Kindness Day® is simple: do something nice for someone and ask nothing in return other than they do something nice for someone else. Part of the beauty of the initiative is that it doesn't have to cost a cent. Holding a door open, words of thanks and encouragement, telling someone they've done a good job – these are the kinds of acts that people can 'pay forward' on Friday November 6<sup>th</sup>.

The Guelph Community Foundation is marking their 5<sup>th</sup> year of celebrating Random Act of Kindness Day® in Guelph and surrounding communities. The Guelph Community Foundation is encouraging residents, students, teachers, business owners, employees, kids, and groups of all ages to practice kindness everyday – but **especially on Friday November 6, 2015.**

Even though The Foundation supports demonstrating kindness every day, they have set aside November 6<sup>th</sup> to **revitalize the kindness concept on a mass scale** and band together as a community to spread it around.

Stay tuned on social media, where the community will be "caught in the act of kindness" and where we are already 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** so that we can sort the messages and allow everyone to see the impact of what's going on around the community on Friday November 6<sup>th</sup>. You are also invited to "share" The Foundation's kindness posts leading up to Random Act of Kindness Day®.

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" 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. For schools, it is an opportunity to support the curriculum with a kindness-based message of empathy, with teaching tools to do so.

Sometimes an act of kindness can make all the difference to someone. Random Act of Kindness Day® has grown and now garners national attention, with amazing involvement across all sectors of our community. It is not a fund raiser, but a conscience-raiser. With everyone working together, we can help make our community an even better place to live, work and encourage each other through kindness.

## HOW CAN I PARTICIPATE?

There are a lot of ways to participate **STARTING NOW**, but also on **Friday November 6<sup>th</sup>**:

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, "*kindness inspires kindness*", "*kindness: pass it on*", and various other posters that remind people that Random Act of Kindness Day® is coming on Friday November 6<sup>th</sup>. Anyone can download and print posters and materials for FREE  
<http://www.guelphcf.ca/CommunitybrInitiatives/RandomActofKindness.aspx> or contact The Foundation for larger quantities by emailing [specialprojects@guelphcf.ca](mailto:specialprojects@guelphcf.ca)
2. Citizens, schools and groups are invited to **hand out pre-printed cards on November 6<sup>th</sup>** that say "you've been touched by a RANDOM ACT OF KINDNESS". 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 [specialprojects@guelphcf.ca](mailto:specialprojects@guelphcf.ca)
3. Companies, schools and community organizations are encouraged to **plan their own "acts of kindness" on November 6<sup>th</sup>** and engage with their customers, 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, creating cards of thanks and giving them out, etc. There are FREE poster templates and ideas that anyone can download at <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 6<sup>th</sup>...and especially on Friday November 6<sup>th</sup>. We ask that you include in your posts **#RAKGuelph @GuelphCF** so we can compile and share what's going on in the community together.
5. For schools, this is a great opportunity to **reinforce the anti-bullying message and help teach empathy**. There is a great School Toolkit available for FREE DOWNLOAD as well as templates for colouring cards, colouring bookmarks, activity suggestions and school posters. Schools are encouraged to access these materials and use them as teaching tools.  
<http://www.guelphcf.ca/CommunitybrInitiatives/RandomActofKindness.aspx>

## FOR MORE INFORMATION:

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