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THE KITCHENER
AND WATERLOO
COMMUNITY
FOUNDATION

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

MAKE KINDNESS A PRIORITY ON FRIDAY NOVEMBER 1ST

Kitchener (October 30, 2013) – Random Act of Kindness Day® will be celebrated once again in our community this Friday, November 1st, and is sure to be a day of goodwill felt in every corner of our community.

Volunteer teams of 2-4 people called Kindness Krews will be out performing random acts of kindness all around Kitchener-Waterloo and area. Watch for them on the street, in your offices, in local shops and restaurants as well as in Waterloo Region schools.

One group from the University of Waterloo will be performing kind acts around our community using a very special gift courtesy of some of our youngest citizens. A few weeks ago, happy face cards were circulated to local elementary schools, encouraging students from Junior Kindergarten to grade 2 to colour, decorate and sign. These cards are now being collected by The Kitchener and Waterloo Community Foundation who will in turn help to get them out to local retirement homes via the volunteers from the University of Waterloo.

“This is an exciting new initiative for this year,” shares Rosemary Smith, CEO of The Kitchener and Waterloo Community Foundation, the birthplace of Random Act of Kindness Day (RAK Day). Kindness toolkits have been circulated to each school in Waterloo Region since 2009, but this is the first year that the students have an opportunity to engage with other parts of the community.

To help celebrate RAK Day the community is invited to attend the second annual lunch-time Celebration of Kindness event. The event will once again play host to a Taste of Downtown, sponsored by the Downtown Kitchener BIA, where 7 downtown food vendors are providing lunch to the public. The City of Kitchener is also a partner in this event which will feature Random Act of Kindness Day activities, as well as a sock drive supporting the Kitchener-Waterloo Out of the Cold program.

“The most amazing part of *Random Act of Kindness Day* is that it’s fully supported by the community,” adds Smith. Alongside a host of other sponsors and gift in kind supporters, sponsors such as the Cowan Foundation, KPMG, and M&M Meat Shops have stepped up to help make this day a reality.

All who are involved in random acts of kindness on Friday, November 1st are encouraged to share their stories and photos on the RAK Day Facebook page (www.facebook.com/RAKDay) or through The Foundation’s RAK Day website at www.kwcf.ca/kindness.

You are invited to the official Random Act of Kindness Day® Celebration:

Celebration of Kindness – a lunchtime event

Date: Friday, November 1st, 2013

Time: 12:00pm – 1:00pm

Place: Kitchener City Hall – Rotunda

Cost: FREE

HELPING YOU MAKE A LASTING DIFFERENCE

The Kitchener and Waterloo Community Foundation improves the quality of life in Kitchener-Waterloo and the surrounding area, now and for generations to come, by building community endowment, addressing needs through grant making, and providing leadership on key community issues.

For more information, contact:

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