



Media Release *(For immediate release)*

70,000 Random Act of Kindness Cards Out!

(NIAGARA, October 31, 2011) – Many businesses, schools, organizations and individuals have taken up this “call for kindness” with close to 70,000 Random Act of Kindness Day cards circulating around the community for the 2nd Annual Random Act of Kindness Day for Niagara on November 4th. The cards encourage the cardholder to perform a simple act of kindness for someone – a neighbour, a friend, a co-worker, or someone they don’t even know – and hand the card over to that person – encouraging him/her to do the same.

“We are truly overwhelmed by the response from individuals in Niagara. Niagara Catholic District School Board, Brock University and the District School Board of Niagara have already planned their activities for the day with several student led initiatives,” said Liz Palmieri, Executive Director of the Niagara Community Foundation. “We are excited to learn what happens all around the region.”

Random Act of Kindness Day® cards and posters are available by contacting the Niagara Community Foundation office at 905-684-8688 or rak@niagaracommunityfoundation.org.

Created in 2000, the Foundation has raised more than \$16 million and by the end of this year will have granted in excess of \$4 million to charities working in the arts, heritage, environment, social services, health, education and community development.

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