



MEDIA ADVISORY

9TH ANNUAL KINDNESS WEEK LAUNCHES IN ACCORA VILLAGE Local organizations supporting refugees to be recognized with Kindness Awards

Thursday, February 11, 2016, Ottawa — The ninth annual Kindness Week (February 12-19) will be launched tomorrow at the Cobalt Building in Accora Village. Special guests will include Deputy Mayor and Bay Ward Councillor Mark Taylor, Ottawa Centre MPP Yasir Naqvi, Rabbi Reuven Bulka, and Steve Ryan, Vice President of Asset Management for Ferguslea Properties Ltd (Presenting Sponsor of Kindness Week 2016).

To celebrate this year's theme of Unsung Heroes, **Kindness Awards will be presented to representatives from some of the incredible organizations who have been working hard to help Syrian refugees settle in our community**, including Refugee 613, Catholic Immigration Services, and the Ottawa Community Immigrant Services Organization (OCISO).

Beyond the launch event, the Kindness Committee will be surprising individuals and groups all week long with Kindness Awards for their everyday acts of kindness.

This event is only day one of a weeklong celebration of kindness throughout the city, including many visits to schools to talk about the importance of kindness as well as a weeklong blood drive at Canadian Blood Services. For more information on events happening this year, check out our calendar at www.kindottawa.ca/calendar.

WHAT: 2016 Kindness Week Launch

**WHEN: Friday, February 12, 2016
11:00 a.m. – 11:30 a.m.**

Program Highlights:

11:03 a.m. Deputy Mayor Mark Taylor presents Kindness Week proclamation
11:12 a.m. Rabbi Bulka presents Kindness Awards to representatives from three key organizations helping Syrian refugees settle in Ottawa

WHERE: Cobalt Building Lobby (90 Woodridge Cres.)

About Kindness Week

Now in its ninth year, Kindness Week Ottawa, proudly presented by the Caring and Sharing Exchange, is a city-wide initiative that encourages community members to choose to be kind and recognizes those who engage in everyday acts of kindness. The brainchild of Rabbi Reuven Bulka of Congregation Machzikei Hadas, Kindness Week was launched to help make a difference in the community by spreading kindness. Kindness Week is made possible thanks to an organizing committee of volunteers, generous sponsors, and is facilitated by the Caring and Sharing Exchange. For more information about Kindness Week visit www.kindottawa.ca or follow updates on Twitter at @kindottawa.

About The Caring and Sharing Exchange

The Caring and Sharing Exchange helps Ottawa families facing economic hardship during the Christmas and back-to-school seasons. The Co-ordination Service verifies the names of clients registered by hundreds of partner agencies in Ottawa in order to eliminate duplicate applications and redistribute funds fairly, helping more people in need. For more information, or to make a donation, please visit www.CaringandSharing.ca or call 613-226-6434.

For further information, please contact:

Megan O'Meara
Communications Coordinator
w613-226-6434 x230 or c613-864-2915 (use cell number for onsite contact)
communications@CaringandSharing.ca