



## MEDIA ADVISORY

# 10<sup>TH</sup> ANNUAL KINDNESS WEEK LAUNCHES IN ACCORA VILLAGE

## Local rapper Peter Joynt to perform his hit song Capcity and receive SURPRISE AWARD

**Thursday, February 16, 2017, Ottawa** — The tenth annual Kindness Week (February 17-24) will be launched tomorrow in Accora Village. Special guests will include Rabbi Reuven Bulka, Ottawa Centre MPP Yasir Naqvi, Ottawa South MPP John Fraser, Ottawa West MPP Bob Chiarelli, Councillor Shad Qadri, and Dan Greenberg, Vice President of Ferguslea Properties Ltd. The program will feature a performance by Peter Joynt and will be emceed by CTV's Terry Marcotte.

To celebrate this year's theme of Inclusivity, **a surprise Kindness Award** will be presented to Peter Joynt for his work as a speaker with the #NoMoreBullies campaign. He speaks regularly to various organizations and to kids at local schools about rapping, stuttering, bullying, and resiliency.

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.

The launch marks 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. There will also be a multi-faith welcoming committee at the airport, a pop-up concert at St. Laurent Shopping Centre and a free hugs event downtown over the lunch hour.

For more information on events happening this year, check out our calendar at [www.kindottawa.ca/calendar](http://www.kindottawa.ca/calendar).

**WHAT: 10<sup>th</sup> Annual Kindness Week Launch**

**WHEN: Friday, February 17, 2017  
11:00 a.m. – 11:30 a.m.**

### Program Highlights:

- 11:00 a.m. Rabbi Bulka accepts 10<sup>th</sup> anniversary Kindness Week proclamation from the City of Ottawa (presented by Councillor Shad Qadri)
- 11:12 a.m. Peter Joynt speaks and performs his hit song Capcity
- 11:20 a.m. Rabbi Bulka surprises Peter Joynt with a Kindness Award

**WHERE: Accora Centre Gymnasium (98 Woodridge Cres.)**

### About Kindness Week

Now in its tenth 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](http://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](http://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 (please use cell number for day of contact)  
[communications@CaringandSharing.ca](mailto:communications@CaringandSharing.ca)