



## MEDIA RELEASE

### OTTAWA CELEBRATES KINDNESS WEEK 2017!

Kind Ottawa crew to surprise Ottawa's kindest with Kindness Awards all week long

**Friday, February 17, 2017, Ottawa** — This morning the tenth annual Kindness Week in Ottawa was officially launched! The event included remarks on kindness from many community leaders including Ottawa Centre MPP Yasir Naqvi, Ottawa South MPP John Fraser, Ottawa West MPP Bob Chiarelli, Rabbi Reuven Bulka, and Dan Greenberg, President of Ferguslea Properties Ltd (Presenting Sponsor of Kindness Week 2017). Local rapper Peter Joynt performed his hit song Capcity for the crowd, and the event was emceed by CTV's Terry Marcotte.

Peter Joynt was surprised with a Kindness Award for his ongoing work with the #NoMoreBullies campaign. This award was presented as part of **this year's theme of Inclusivity in the Ottawa community.**

"We are honoured to be home to Ottawa's Kindness Week, which celebrates its tenth anniversary this year," said Cindy Smith, Executive Director of the Caring and Sharing Exchange. "Each year the impact of this initiative grows a bit more, and it is truly amazing to hear about the acts of kindness that happen throughout our city every day."

Throughout the week, members of the Kindness Committee will be visiting schools and other organizations to surprise many kind individuals and groups with one of these awards. They plan to present more than 60 awards throughout the week across the city.

"There are so many people in our community who are embodying kindness in their everyday lives and they deserve to be recognized for the impact they have on those around them," said Cindy Smith. "We are very much looking forward to surprising these deserving recipients throughout the week!"

The purpose of Kindness Week is to not only recognize those who are doing wonderful things in our city, but also to encourage the spread of kindness not only this week, but year round!

***If you are interested in attending one or more of the Kindness Award presentations, please contact Megan O'Meara for dates, times and locations.***

### 2017 KINDNESS WEEK SPONSORS

#### Presenting Sponsor

Ferguslea Properties / Accora Village

#### Supporting Sponsors

Osgoode Properties

ClearChannel Canada

# Kindness Calendar

*Please join us at one or more of the events happening throughout the week!*

## **TUESDAY, FEBRUARY 21**

### **MULTI-FAITH WELCOMING COMMITTEE**

**Ottawa/Macdonald–Cartier International Airport (Arrivals)**

**Time: 8:15 AM – 9:15 AM**

Rabbi Reuven Bulka and other religious leaders come together to form the annual multi-faith welcoming committee at the Ottawa International Airport. They will be handing out chocolate loonies and toonies to people coming off the planes in order to help spread kindness and welcome them to Ottawa. The group symbolizes the variety of beliefs and values that Canadians have as well as the kindness and cooperation that exists between different groups.

*Please note: Media are requested to park their vehicle in the Parkade. Parking vouchers will be provided.*

## **WEDNESDAY, FEBRUARY 22**

### **FAMILY HARMONIES FAMILIALES – MUSICABILITY POP-UP CHOIR**

**St. Laurent Shopping Centre**

**Time: 6:30 PM – 8:00 PM**

The Musicability Choir will perform a special Kindness Week concert, featuring a song they wrote about Kind Ottawa. The group includes members of FHF day programs, individuals with various special needs (multiple disabilities, mental health, etc), as well as those without diagnoses. Some members come from group homes, people living independently, as well as FHF staff.

## **THURSDAY, FEBRUARY 23**

### **FREE HUGS EVENT**

**Sparks Street & Bank**

**Time: 12:00 PM – 1:00 PM**

Kind volunteers will be joined by Ottawa 67's mascot Riley the Raccoon, and will be spreading kindness by giving out free hugs over the lunch hour!

### **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. 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.

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**For further information, please contact:**

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