



MEDIA ADVISORY

KIND OTTAWA'S ANNUAL KINDNESS WEEK LAUNCHES FEB 14 AT ACCORA VILLAGE Performance from Ottawa singer-songwriter Emma Lamontagne, a surprise Kindness Award, and more!

Thursday, February 13, 2020, OTTAWA — Kind Ottawa, a program of the Caring and Sharing Exchange, launches their annual [Kindness Week \(February 14 - 21\)](#) tomorrow, **February 14** at Accora Village. Special guests include Rabbi Reuven Bulka, Nepean MPP Hon. Lisa MacLeod, Ottawa South MPP John Fraser, Michael Allen (CEO of United Way East Ontario, and Dan Greenberg, Vice President of Ferguslea Properties Ltd. The program features musical performances by award-winning Ottawa singer-songwriter Emma Lamontagne and will be emceed by Terry Marcotte, formally of CTV.

To help launch the start of Kindness Week in Ottawa, Rabbi Bulka will also honour Abid Jan, Director Capacity Building at United Way East Ontario, with an extra-special **surprise Kindness Award**.

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 within our community.

The launch marks day one of a week-long celebration of kindness throughout the city, including visits to schools to talk about the importance of kindness as well as a week-long blood drive at Canadian Blood Services.

WHAT: Annual Kindness Week Launch

WHEN: Friday, February 14, 2020
10:30 a.m. – 11:45 a.m.

Program Highlights:

- 10:30 a.m. Mix and mingle with light refreshments
- 10:55 a.m. Terry Marcotte opens the event and announces this year's theme for Kindness Week
- 11 – 11:35 a.m. Speaking notes by Dan Greenberg, Rabbi Reuven Bulka, MPP Lisa McLeod, MPP John Fraser, Michael Allen of United Way, and more.
- 11:22 a.m. Rabbi Bulka presents a surprise Kindness Award

WHERE: Accora Centre Gymnasium (98 Woodridge Cres.)

About Kindness Week

Kindness Week in 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, please visit www.kindottawa.ca or follow @KindOttawa on Twitter, Instagram, and Facebook.

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. Their Coordination Service verifies the names of clients registered by hundreds of partner agencies in Ottawa to eliminate duplicate applications and redistribute funds fairly, helping more people in need every year. Please visit www.CaringandSharing.ca to learn more, or to make your donation.

For further information, please contact:

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