



MEDIA ADVISORY

11TH ANNUAL KINDNESS WEEK LAUNCHES IN ACCORA VILLAGE

Performance from The Big Bucket Band, a surprise Kindness Award, and more!

Thursday, February 15, 2018, OTTAWA, ON — The 11th annual [Kindness Week \(February 16 - 23\)](#) will be launched tomorrow at Accora Village. Special guests include Rabbi Reuven Bulka, Ottawa Mayor Jim Watson, Ottawa South MPP John Fraser, Ottawa West-Nepean MPP Bob Chiarelli, Bay Ward City Councillor Mark Taylor, and Dan Greenberg, Vice President of Ferguslea Properties Ltd. The program features a performance by the Big Bucket Band and will be emceed by CTV's Terry Marcotte.

To celebrate this year's theme of Kinds of Kindness, Rabbi Bulka will also honour a guest 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. 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 and a week-long blood drive at Canadian Blood Services in Ottawa.

WHAT: 11th Annual Kindness Week Launch

WHEN: Friday, February 16, 2018
11:00 a.m. – 11:45 a.m.

Program Highlights:

- 11:00 a.m. Terry Marcotte opens the event and announces this year's theme for Kindness Week
- 11:14 a.m. Rabbi Bulka accepts 11th anniversary Kindness Week proclamation from the City of Ottawa (presented by Mayor Jim Watson) and a proclamation by the Province of Ontario (presented by MPP John Fraser)
- 11:24 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 visit www.KindOttawa.ca or follow @KindOttawa on [Twitter](#), [Facebook](#), and [Instagram](#).

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 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. Please visit www.CaringandSharing.ca to learn more, or to make your donation.

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For further information, please contact:
Monique Veselovsky, Communications Coordinator
P 613 – 226 – 6434 x230
communications@CaringandSharing.ca