



## MEDIA ADVISORY

### 12<sup>TH</sup> ANNUAL KINDNESS WEEK LAUNCHES AT ACCORA VILLAGE Performance from the Tamir Neshama Choir, a surprise Kindness Award, and more!

**Thursday, February 14, 2019, OTTAWA** — The twelfth annual [Kindness Week \(February 15 - 22\)](#) will be launched tomorrow at Accora Village. Special guests include Rabbi Reuven Bulka, Ottawa Mayor Jim Watson, Nepean MPP Hon. Lisa MacLeod, Ottawa West-Nepean MPP Jeremy Roberts, Bay Ward City Councillor Theresa Kavanagh, and Dan Greenberg, Vice President of Ferguslea Properties Ltd. The program features musical performances by the Tamir Neshama Choir and will be emceed by CTV's Terry Marcotte.

To help launch the start of Kindness Week in Ottawa, Rabbi Bulka will also honour Suzanne Pinel (also known as Marie-Soleil) 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 as well as a week-long blood drive at Canadian Blood Services.

**WHAT: 11<sup>th</sup> 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
- 11:13 a.m. Rabbi Bulka accepts 12<sup>th</sup> 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 Lisa MacLeod)
- 11:26 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](http://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](http://www.CaringandSharing.ca) to learn more, or to make your donation.

**For further information, please contact:**

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