

FOR IMMEDIATE RELEASE

United Way Central Alberta invites you to help make May 16th the kindest day of the year

Red Deer, Alberta – On May 16th, 2018 United Way Central Alberta encourages fellow community members to participate in United Way's first national Conscious Kindness Day. Make a commitment to be consciously kind and join in creating a community built on local love.

"Kindness makes our community better for everyone, and what makes Conscious Kindness Day effective is its simplicity." says United Way Central Alberta's CEO, Brett Speight. "The smallest act of kindness can have the potential to change a life. To participate, all you need to do is simply be kind and then capture it on social media with the hashtag #LocalLoveRD."

Compliment that extra-quiet coworker. Cook for a new parent, have patience with someone who is unburdening their troubles. Seek out people who are isolated and see if they're doing okay. Do someone a favour. Sometimes, it's enough to smile and say "Hello". "Muffins for the office" works well too. Let's help encourage everyone to do something nice for no reason at all.

In addition to the national hashtag #LocalLove we ask you to share your joy on social media with our community centered hashtag #LocalLoveRD. Post about kindness you've experienced or witnessed happening, it's contagious!

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For more information, please contact:
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About United Way Central Alberta

United Way's mission is to improve lives and build community through engagement and mobilized collective action. By investing in programs that get to the root causes of complex social issues, United Way is able to change people's lives and lift them to new levels of possibility. All donations are invested by active community volunteers and directed into Central Alberta communities to create community impact. Established in 1965, United Way Central Alberta celebrated its 50 anniversary in 2015.