



**CELEBRATING RANDOM ACT OF KINDNESS DAY® IN STRATFORD, ST. MARYS
AND PERTH COUNTY**

**COMMUNITY FOUNDATION ONCE AGAIN TO HOST DAY DEDICATED TO KINDNESS AND GENEROSITY ON NOVEMBER 4TH
CARDS AND POSTERS NOW AVAILABLE**

October 6, 2016 – Stratford, ON – Since 2008, Random Act of Kindness Day® has brought together Canadian communities by engaging citizens in small acts of kindness and generosity.

The message is simple; do something nice for someone and ask nothing in return other than they do something nice for someone else. “Part of the beauty of the initiative is that it doesn’t have to cost a cent,” shares Tracy Van Kalsbeek, Executive Director of the [Stratford Perth Community Foundation](#) (SPCF). “Holding a door open, words of thanks and encouragement, telling someone they’ve done a good job – these are the kinds of acts that citizens ‘pay forward’ on this special day.”

Random Act of Kindness Day® has grown to become a branded kindness initiative celebrated across the country – led by community foundations and community organizations. On **November 4th**, 2016 the SPCF will be working with other local groups and individuals to help create a more empathetic and connected community.

All citizens are invited to take part. Watch for Random Act of Kindness Day® posters around town and “pay it forward” with Random Act of Kindness Day® cards available at the following distribution points: Stratford Perth Community Foundation, RBC Royal Bank branches in Stratford and St. Marys, Libro Credit Union in Stratford, All Perth County, St. Marys and Stratford Public Libraries, Nick & Dan’s Collision, Trillium Mutual Insurance and the University of Waterloo Stratford Campus.

The SPCF has set up a special page on their website to track acts of kindness – visit www.spccf.ca and click on Random Act of Kindness Day® to share what you are doing to spread kindness on **November 4th**. Individuals, businesses, service clubs, schools are all encouraged to participate. “And, we also ask that everyone share the 30 day count down for acts of kindness that starts today on all of the SPCF’s social media – [Facebook](#), [Twitter](#) and [LinkedIn](#),” adds Ms. Van Kalsbeek.

Kickoffs for Random Act of Kindness Day will be occurring on **November 4th** in Stratford, St. Marys, Mitchell and Listowel. More information regarding venues and times to be announced soon.

Contact the SPCF for more details about Random Act of Kindness Day or to get involved.

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About the [Stratford Perth Community Foundation](#)

The Stratford Perth Community Foundation (SPCF) is an organization for everyone and unique because donations – large or small – are never spent but are combined and invested. The earned income is used to make grants to local charities year after year to build a vibrant not-for-profit sector in Stratford, St. Marys and Perth County. To make all this work, we share our unique understanding of community needs and help mobilize and guide donors to specific community initiatives. For more information about SPCF please visit www.spccf.ca

Facebook: <https://www.facebook.com/StratfordPerthCommFdn>

Twitter: [@SPCCF](#)

LinkedIn: [Stratford Perth Community Foundation](#)

Random Act of Kindness Day hashtag: #rakdaystratperth

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