



MEDIA RELEASE

Niagara-on-the-Lake Launches Second Annual Shine Light, Spread Kindness Campaign

Spreading kindness encourages random and intentional acts of kindness throughout all aspects of the community

For Immediate Release

February 15, 2022

In honour of Random Acts of Kindness Day on February 17, the Town of Niagara-on-the-Lake is excited to revive its Shine Light, Spread Kindness Campaign, a one-week initiative dedicated to promoting a culture of kindness throughout the community.

“We first launched our Shine Light, Spread Kindness Campaign in April of 2021, and we saw great engagement and success,” stated Lord Mayor Betty Disero. “Residents, business owners, local schools, and more, all rallied together to shine their light and promote kindness within our community. I am delighted to see the launch of this campaign again this year and encourage our amazing Niagara-on-the-Lake community to participate.”

“We have really seen the importance of kindness throughout the last two years,” stated CAO Marnie Cluckie. “Many individuals have faced numerous challenges during the pandemic, and we have seen that spreading kindness to others and ourselves can help to shine a positive light on a dark situation. Spreading kindness encourages random and intentional acts of kindness throughout all aspects of the community. So why don’t you join us? Let’s work together to spread kindness to our family, friends, neighbours, and coworkers this week, and always.”

Want to be a part of this community-wide initiative? Visit notl.com/kindnesscampaign and follow along with the Town on Facebook, Twitter, and Instagram for more information and daily suggestions on ways to spread kindness through words, creativity, giving, stewardship, action, self-care, and thought. Kids can participate too! Parents/guardians are invited to print off the activity sheet, available on the campaign website linked above, and encourage their child(ren) to participate. Why not make it a family affair!



In order to create a consistent, positive message throughout our community, the Town is asking our business community, churches, and other people or organizations with digital signs, billboards, or lawn signs, to display kindness messages throughout the week. Examples of messages include “Shine Light, Spread Kindness,” “Kindness Matters,” “Choose Kindness,” “Spread Kindness,” etc. These messages will serve as a great visual reminder to our community and assist in spreading light, positivity, and joy throughout our Town streets. Let us know if you are sharing this message! Take a picture of your sign(s) and email it to kindnessmatters@notl.com or post it to social media, tagging the Town and using the hashtags #NOTLShinesLight #NOTLSpreadsKindness.

Let's rally together to **SHINE LIGHT** and **SPREAD KINDNESS**, Niagara-on-the-Lake. Remember, a candle loses nothing by lighting another candle. So spread your kindness freely; it may spark the light in someone else.

For immediate alerts, follow the Town on [Facebook](#), [Twitter](#), and [Instagram](#).

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