



NEWS RELEASE

Town Launches Kindness Campaign to Celebrate the Heart of Niagara-on-the-Lake

For Immediate Release

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The Town of Niagara-on-the-Lake is proud to launch *OurNOTL – Kindness Grows Here*, a community-wide campaign celebrating acts of kindness, connection, and community pride.

The initiative invites residents, businesses, and Town staff to share stories of kindness that make Niagara-on-the-Lake such a special place to live, work, and visit. Whether it's a neighbour lending a hand, a business giving back, or a community group making a difference, *OurNOTL – Kindness Grows Here* will shine a light on the people and moments that reflect the true spirit of the Town.

“Kindness is at the heart of what makes Niagara-on-the-Lake such a close-knit and caring community,” said Lord Mayor Gary Zalepa. “This campaign is an opportunity to celebrate the people and stories that remind us of what it means to belong here.”

Stories will be featured on the Town's website, social media channels, and in the Town's quarterly online newsletter NOTL News and bi-annual Community Guide. Selected stories will also be showcased through short video features that bring these acts of kindness to life, allowing residents to see and hear the inspiring moments happening across the community.

Residents and staff are encouraged to submit their stories and photos through the [Town's website](#). Submissions will be reviewed by the Town's Communications Team before being published online.

The campaign officially launches today, on World Kindness Day and will continue through Kindness Month (February), with plans to make it an annual tradition that highlights the ongoing generosity and compassion of the Niagara-on-the-Lake community.



“Kindness is contagious,” added Nick Ruller, Chief Administrative Officer. “There are good things happening in Niagara-on-the-Lake every day, and this campaign celebrates those everyday moments of kindness that remind us what makes our community so extraordinary.”

For more information and to submit a story, visit the [Town's website](#) or follow the Town on Facebook, Instagram, X, and LinkedIn.

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