

## ***MEDIA RELEASE***

Tuesday 23 November 2021

### **JOIN US FOR 25 ACTS OF KINDNESS THIS DECEMBER**

This year, United Way Glenelg wants to shift the focus from chocolates and gifts to spreading kindness and appreciation.

The United Way Glenelg Acts of Kindness Advent Calendar hopes to inspire the community to carry out one act of kindness every day for 25 days.

United Way Executive Officer Nicole Carr said an act of kindness can take many forms.

“It might be as simple as saying hello to someone on the street, helping out a neighbour, or learning about a social issue to gain a new perspective!”

“The last two years have demonstrated just how our community is engaging in extraordinary acts of kindness every day,’ she said.

“Many people have been the recipient of a free coffee or opened the front door to find a meal on their doorstep.”

“Often kindness comes at a time when it is needed the most.”

Ms Carr said that research, sure to gladden the heart of anyone who's ever wondered whether their tiny acts of kindness have larger consequences, has shown that generosity is contagious.

“For every person that takes action to make their community better, there is a domino effect. One person’s generosity spreads to 3 people, and then to the 9 more after that. With just one act of local love, 12 people can be inspired and engaged to pay it forward. There’s no end to the ripple effects that follow!”

The Advent Calander has been developed to keep acts free or low cost, making it inclusive for everyone to join in.

“Do it on your own, share the acts with a friend, or grab some mates and challenge one another,” said Ms Carr. “It’s easy and easy to do and will make you feel good too!”

United Way Glenelg is asking the community to photograph their act of kindness and upload them onto their socials using a special hashtag #glenelgactsofkindness

“We’d love to see what you are up to, how this fun challenge is making an impact on you and the community in some small way. This will give us some great inspiration to share and to help others,” concluded Ms Carr.

The advent calendar can be downloaded from United Way Glenelg’s website  
<https://www.unitedwayglenelg.com.au/get-involved/glenelg-acts-of-local-kindness/>  
or collect your cardboard perforated advent calendar from the following locations;

Davis Print Portland  
Portland Newsagency  
Heywood Newsagency & Tattslotto  
Casterton Newsagency & Lotto  
Dartmoor General Store

*Photo: United Way Glenelg Board members Kate Joseph, Marg Wagner and Sherrin Atkinson will be getting into the spirit this December by participating in the Acts of Kindness – Advent Calendar.*

**END**

Media enquiries to Nicole Carr on 0410 513 305 email [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au)