

## **MEDIA RELEASE**

United Way Glenelg is encouraging the community to get behind their acts of kindness advent calendar.

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## **DATE**

Monday 27 November 2023

## **ACT WITH KINDNESS THIS DECEMBER**

This year, United Way Glenelg wants to help the community spread kindness and appreciation, shifting the focus away from chocolates and gifts.

The Acts of Kindness Advent Calendar hopes to inspire community members to carry out one act of kindness every day for 25 days, simple gestures that bring about joy and happiness.

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

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

"We hope to see many residents, young and old acting in kindness, every day leading up to Christmas," she said.

"When we see acts of kindness it warms all our hearts. Perhaps the most perfect part of true giving and not expecting anything in return."

To encourage more people to share acts of kindness, and therefore spread it further, United Way Glenelg has partnered with several businesses to give away kindness prizes.

"To align with *Act #2 - Open a door for a stranger*, we're partnering with Treehouse Flowers and Foliage by giving away a stunning, fresh Christmas wreath for your front door."

"For kindness *Act #10 - Thank someone for going the extra mile*, we're giving away a Commonfolk "Thank you" candle from Fyfe & Co," said Ms Carr.

Furthermore, Kyeema Support Services Windward Industries are providing a car cleaning service (with a free upgrade) to coincide with *Act #13 - Offer a neighbour, family, friend, or coworker some help*,

Ms Carr said all people need to do to be eligible, is to jump onto United Way Glenelg social media pages and share a kindness you've experienced! The post will be pinned to the top of the page so it can be easily found!

For anyone who's ever wondered whether their tiny acts of kindness have larger consequences, research 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 spread's to 3 people, and then to 9 more

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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!

Ms Carr 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."

The Advent Calender 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 share their act of kindness onto their socials using a special hashtag #glenelgactsofkindness

"We'd love to see what you are up to, and 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/>

*Photo: United Way Glenelg Executive Officer Nicole Carr with a Treehouse Flowers and Foliage Christmas Wreath.*

For media inquiries or more information about Glenelg Acts of Kindness Advent Calendar please contact:

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