

# MIAMI BEACH

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## MEDIA ALERT

### FOR IMMEDIATE RELEASE

November 12, 2019

#### **Miami Beach Celebrates World Kindness Day**

*—With Heartwarming Activations Courtesy of Starbucks, Coca-Cola,  
Dunkin' and Innergy Meditation—*

#### **WHO/WHAT:**

In celebration of World Kindness Day on November 13, the City of Miami Beach has a series of events to mark the occasion. The morning will kick off at 9 a.m. with "Frappuccino with a Firefighter" hosted by Starbucks and the Miami Beach Firefighters. At the 601 Lincoln Road Starbucks location, residents and visitors are encouraged to bring a new or gently used children's books to donate to The Children's Trust Read to Learn program.

Embodying the inspiring message of being kind to one another and Mother Earth, Coca-Cola brand ambassadors will be handing out 2,000 reusable shopping bags at a second kindness activation on Lincoln Road and Euclid Avenue from 11 a.m. to 2 p.m. There will also be a GIF machine available to create customized boomerang videos with kindness props.

Dunkin' is also partnering with the city to host an interactive kindness experience at SoundScape Park on the corner of Lincoln Lane and Washington Avenue from 11 a.m. to 2 p.m. The event is intended to encourage residents, visitors and passersby to "Be Kind and Go Beyond!" They will be sampling Dunkin's new plant-based Beyond Sausage Sandwich, which is more "kind" to the planet because it requires less water, less land, less energy and generates fewer Greenhouse Gas Emissions than a meat product.

Dunkin' will give every person who samples the sandwich a \$5 Dunkin' gift card that they can "pay forward" to a friend, family member or someone in need. Dunkin' will also "Go Beyond" by donating a \$5 gift card to each member of one of the City of Miami Beach's homeless and family outreach programs for every sandwich sampled during the event.

Additionally, inspired by the Beyond Sausage Sandwich and World Kindness Day, 3-D Chalk Artist Ken Mullen has designed an oversized sidewalk drawing (like an open coloring book), where the public will be invited to color-in its pages with giant crayons and chalk, allowing them to create the final masterpiece.

City of Miami Beach employees will also have an opportunity to participate in World Kindness Day with a 30-minute mindfulness meditation class courtesy of Innergy Meditation, which will focus on how to cultivate kindness and compassion in life. Participants are being encouraged to bring a donation of non-perishable foods to benefit the Thanksgiving Food Drive hosted by Food Pantry of Calvary Chapel Miami Beach.

In March 2017, the Miami Beach City Commission unanimously approved joining the international movement to become a City of Kindness — recognizing how a simple act of kindness, big or small, can bring people together to build a stronger community. For more information on the program, please visit [www.MBeKind.com](http://www.MBeKind.com).

**WHEN:** **Wednesday, November 13 from 9 a.m. to 2 p.m.**

**WHERE:** Starbucks Activation: 601 Lincoln Road from 9 a.m. to 11 a.m.

Coca-Cola Activation: Lincoln Road & Euclid Avenue from 11 a.m. to 2 p.m.

Dunkin' Activation Featuring a 3-D sidewalk drawing with interactive coloring pages: SoundScape Park on the corner of Lincoln Lane and Washington Avenue from 11 a.m. to 2 p.m.

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