

MIAMI BEACH

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MEDIA ALERT

FOR IMMEDIATE RELEASE

November 13, 2018

Miami Beach Celebrates World Kindness Day

—With Heartwarming Activations Courtesy of Coca-Cola—

WHO/WHAT:

Today, in celebration of World Kindness Day, the City of Miami Beach has partnered with Coca-Cola to inspire random acts of kindness throughout the urban island.

Embodying the inspiring message of paying it forward, the “Share Kindness” activation on Lincoln Road and Euclid Avenue held from 11 a.m. to 5 p.m. will engage individuals of all ages and backgrounds to share positive messages with one another. Participants are invited to leave their mark on a uniquely designed wall art piece by writing kind words of encouragement to a friend, loved one or stranger. This artistic contribution will capture kindness in action.

A second activation will take place at Publix at 6876 Collins Avenue from 9 a.m. to 3 p.m. Participants will have the opportunity to write letters of gratitude to members of Miami Beach Fire, Police and Ocean Rescue that keep the community safe. These kind messages will be hand-delivered to the City’s everyday heroes in thanks.

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.

WHEN:

Tuesday, November 13 from 9 a.m. to 5 p.m.

WHERE:

Lincoln Road & Euclid Avenue from 11 a.m. to 5 p.m. and
Publix at 6876 Collins Avenue from 9 a.m. to 3 p.m.

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