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'BeKind 21' campaign under way in Lafayette

By Jennifer Wake



Photo courtesy City of Lafayette

The Lafayette City Council issued a proclamation on July 12 announcing another BeKind 21 campaign between Sept. 1 through 21, in partnership with the Born This Way Foundation, an organization that "aims to improve the wellness of young people and create a kinder and braver world." According to the proclamation, the first BeKind 21 campaign was launched in September 2018, in which "schools, organizations, workplaces, and communities were invited to make kindness a habit by performing an act of kindness daily for 21 days."

A few examples of these acts include writing a thank you note to someone who makes your life better, spending 30 minutes picking up trash in your neighborhood or at a local park, showing respect and compassion to everyone you meet, whether online or in person, and donating to a local nonprofit, such as the Lafayette Chamber of Commerce's BeKind 21 food drive. Food donation bins

have been placed throughout Lafayette, including the Jennifer Perlmutter Gallery, Lamorinda Music, and the Lafayette Chamber for those who wish to donate to the Food Bank of Contra Costa County and Solano. Most needed items include natural peanut butter, whole grain cereals, beans and lentils, canned tuna and chicken in water, canned fruit in juice, brown rice and canned tomato products.

For more information about the campaign, visit https://bornthisway.foundation/bekind21/

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