**Template Press Release for Radical Kindness Week**

**For Immediate release:** [If you are happy for it to be published straight away]

**Embargo: Time & Date:** [Not to be published until the time and date given]

**[Organisation] helps promote ‘Radical Kindness’**

[Organisation] is supporting Radical Kindness Week 2021 (17-21 May 2021).

The campaign is organised by the [Belong - The Cohesion and Integration Network](https://www.belongnetwork.co.uk/) and funded by Spirit of 2012. They are encouraging everyone to share examples of radical kindness and shine a light on activities and programmes that bridge differences between groups and forge stronger, more compassionate, social connections.

At a time when many people have felt isolated and apprehensive about the future, these examples remind us of just how amazing people can be in a crisis. The campaign highlights examples of kindness that reaches across difference and encourages everyone to carry out their own acts of radical kindness.

[Organisation] is demonstrating / has demonstrated radical kindness by…[Include a current or recent example that you would like to promote. Keep it short and snappy, focussed on the difference it makes for people and groups in your community.]

Belong’s [Radical Kindness](https://www.belongnetwork.co.uk/research-projects/radical-kindness/) project draws on findings from ‘[Beyond Us and Them: Societal Cohesion in the Context of Covid-19](https://www.belongnetwork.co.uk/research-projects/beyond-us-and-them-research-project/)’, a major research project funded by the [Nuffield Foundation](https://www.nuffieldfoundation.org/) and conducted by Belong and the University of Kent. This study has revealed that local areas that had previously invested in social cohesion have demonstrated higher levels of connection, active social engagement, and positive feeling towards others over the course of the pandemic.

[Include quote from a senior staff member at your organisation, describing the impact investment in social cohesion has had in your area in your area]

*Example of a quote from senior staff:**Joanna Bloggs, Chief Executive of MadeUp Charity, said:* *“Investing in kindness will be a key way to help the country recover from the coronavirus crisis. It will help people across the country support one another. MadeUp Charity is proud to play our part in promoting Radical Kindness and the Lockdown Project [which would be detailed above} demonstrates the impact this has on individuals and communities and the difference we can all make.”*

**Jo Broadwood, CEO of Belong - The Cohesion and Integration Network**, said:

“Radical kindness is simply those actions and activities that reach across the differences that all too often divide us to create stronger connections, trust and empathy. Organisations such as [Organisation] are doing a fantastic job of bridging divides and bringing people together, at a time when it is more vital than ever. We hope through Radical Kindness Week we can shine a light on the great work that is happening across the country, and inspire others to take action.”

**ENDS**

**Notes for editors:**

Provide contact details for your PR or media team, or whoever in your organisation it would be best to contact about this story.Give a brief description of your organisation - where it is based, what services you offer and who your residents are.

Send a picture with your press release, include a caption or details here. For more information visit: [put website address here]

**Find out more about our campaign**

* Follow #RadicalKindness on social media
* Visit [www.belongnetwork.co.uk](http://www.belongnetwork.co.uk/)
* Contact Malcolm Struthers at [Belong – The Cohesion and Integration Network](http://www.belongnetwork.co.uk/) – malcolm@belongnetwork.co.uk – 07342277064

**About Belong – The Cohesion and Integration Network**

[Belong – The Cohesion and Integration Network](http://www.belongnetwork.co.uk/) is a national charity and membership organisation with the vision of creating a more integrated and less divided society. Our aim is to improve social integration, trust and relationships in workplaces, communities and neighbourhoods. Working together we can create a kinder, more connected and fairer British society.

**About Spirit of 2012**

Spirit of 2012 is the London 2012 Games legacy fund. Spirit awards grants for inclusive arts, sports and volunteering activities in communities that bring people together to improve their wellbeing.

The National Lottery Community Fund founded Spirit in 2013 with a £47million endowment to continue and recreate the spirit of pride, positivity and community that inspired people across the UK during the London 2012 Games.

Spirit of 2012’s grantholders range from national to small, hyper-local organisations. For more information visit [www.spiritof2012.org.uk](http://www.spiritof2012.org.uk/)