

Kindness Crisis at Christmas

Submitted by: Kindness Day UK

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In challenging times, Kindness UK (<http://www.kindnessuk.com>) is urging people to use kindness to bind together their communities and to get to know their neighbours.

70% of people don't know their neighbour's names

94% of people feel there is no 'community spirit' in their neighbourhood

51% of Brits wouldn't ask their neighbours for help

(Statistics provided by the recent Nissan Cared4 (<http://www.cared4competition.com>) survey of 1000 people)

"At a time of year when the elderly, isolated and ill are already particularly vulnerable, everyone urgently needs to start working together as a community and look out for their neighbours" said David Jamilly, founder of Kindness UK. "Particularly in these dark economic times it could literally be a question of life or death."

The Kindness UK Website www.kindnessuk.com is providing suggestions of how to spread some 'Kindness at Christmas' (http://www.kindnessuk.com/kindness_at_christmas.php) which include:

- Putting a note or festive card under your neighbour's door
- Being aware of the vulnerable folk in your neighbourhood
- Making an effort to smile and talk to your neighbours
- Supporting your local voluntary groups and charities

"Not only is kindness essential for healthy communities, but numerous studies demonstrate that kindness is good for your own health too" added David Jamilly. "The 'helper's high' you'll receive from performing kind acts will increase your Christmas cheer too!"

Editors only:

For more information please contact: Analucia Beaman

T: 020 8452 8518

M: 07825 399 153

E: press@kindnessuk.com

About Kindness UK

Kindness UK (<http://www.kindnessuk.com>) is a non-monetary, humanitarian organisation with the sole endeavour of sharing, promoting and uniting kindness in all its forms. Affiliated with the World Kindness Movement (<http://www.worldkindness.org.sg>), which includes 18 member nations, Kindness UK celebrates 'World Kindness Day' every year on 13th November. Kindness UK is also joined to the Good Deeds Organisation (<http://www.thegooddeedsorganisation.com>), which promotes and showcases global good deeds.

About David Jamilly

David Jamilly is the founder of Pod Charity (<http://www.podcharity.org.uk>) for children in hospital. It was started in 1988 and held its first party at Great Ormond Street Hospital. Pod charitable trust now holds 2500 parties a year in children's hospital wards and hospices throughout the UK.

David is Redcar's Secret Millionaire

(<http://www.channel4.com/programmes/the-secret-millionaire/4od#3110839>). A specially extended programme saw him donate to Sid's Place

(<http://www.gazettelive.co.uk/news/teesside-news/2010/03/24/tv-s-secret-millionaire-cash-boost-for-redcar-84229-26099462/>)

Zoe's Place (<http://www.zoes-place.org.uk/>) and the Redcar Amateur Boxing Association

(<http://www.cmha.co.uk/blog/?cat=4>). He remains closely involved with the Teesside charities featured in the programme and several others in the area.

David is the co-founder of Theme Traders (<http://themetraders.com/>) London, a party planning and prop hire company which has helped produce events for clients including Buckingham Palace's celebrations for the Queen's 80th birthday.

