

Hello downtown business partners and friends!

“HOW BEAUTIFUL A DAY CAN BE, WHEN KINDNESS TOUCHES IT!” —George Elliston

Kindness Week in Natick is Coming March 29-April 4!

SPARK Kindness is honored to join all of you as a partner of Natick Center Associates & Natick Center Cultural District. And, we are grateful for all you do each and every day to support a vibrant and welcoming community with your services, innovative business practices and *kindness*!

As many of you might have heard, **Kindness Week is coming March 29-April 4**, and we hope you will all participate!

There is so much kindness that happens each and every day in our community, and SPARK plans to use this week to create a platform for kindness to be center stage, and touch every corner of Natick, and beyond!

Kindness Week in Natick!

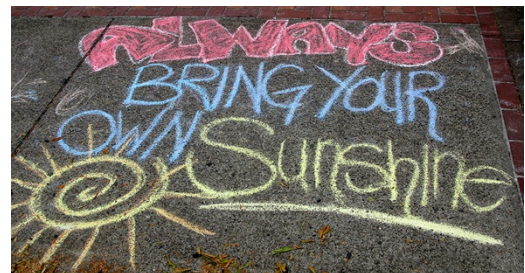
March 29 - April 4

Join SPARK and all of our many community partners in shining a spotlight on the good, creating places for connection, and inspiring people to spread kindness in Natick! Look for pop up kindness activities and special interactive kindness opportunities throughout our wonderful community! Learn more and join us at SPARKKindness.org.

We are thrilled that Antonia DeMasi-Stockley from Bruno's has approached SPARK about participating in Kindness Week, with a campaign to spread kindness messages all around the downtown using sidewalk chalk! And, she'd offered to be the coordinating point (Kindness Champion!) for other downtown businesses who want to spread kindness, too! Her goal for this project is to “**make someone smile, spark conversation and warm someone's heart.**”

Messages could be playful, promote each others' businesses, inspire acts of kindness to self and to others, and more! Here are some ideas Antonia has shared as inspiration... (and a few pics from other communities!)

-A giant hopscotch on Main Street that stretches from Paper Fiesta to Optica



- Merchants could use a lyric from a song, something that sparks them and feeds their soul. (As we spring forward, Antonia thinks of her favorite Beatles song, "Here Comes the Sun.")

Some thoughts for some of the businesses down town:



Orange Theory: Grab an Orange,
Have a glass, Get some vitamin C
and take a class
Calliope: Pick up a pen, some
paper and send a letter
Cycle Natick: Back in the saddle
again



Stucchi/Brandt: Be the reason she says yes to the dress!

Javas/Common Cafe: Pour some sugar on me, Love Coffee :)

Inspirational quotes like:



Hey there handsome!
Hello Gorgeous!
Smiling looks good on you!
In a world where you can be anything, be kind!
You've got this!
Eat Cake for breakfast!

Pop by or email Antonia at brunosbarbershop@gmail.com to let her know how you'd like to participate, and to get your chalk! Also attached is a little message about Kindness Week from SPARK – feel free to share other ideas for how you would like to be involved in spreading (more) kindness in our community!

Yours in kindness,
Michele Marotta, SPARK Kindness