



Office of the Mayor
and Council

Proclamation

WHEREAS, annual national opinion polls show the overwhelming majority of individuals believe that the lack of civility is a serious issue that is getting worse; and

WHEREAS, kindness is a force, without force, that goes to the heart of how people respect, love, honor, communicate with and treat one another. Kindness is acting intentionally to extend good to other people. It is a state of mind and a way of life to be lived every day at home with family, friends, or in the community with strangers. It starts at the local level; and

WHEREAS, the Be Kind People Project is a national 501(c)3 public non-profit based in Phoenix, Arizona that believes the best way to change the trajectory of incivility is to give children the knowledge and key skills to express and practice kindness each and every day. Their empowerment begins with an understanding of how to put The Be Kind Pledge™ into action: be encouraging, be supportive, be positive, be helpful, be honest, be considerate, be thankful, be responsible, be respectful and be a friend; and

WHEREAS, it takes strength, courage and wisdom to practice and commit to the clear understanding of kindness. Kindness should not be confused with politeness. It is more than opening doors and saying please and thank you. Politeness reveals little about internal goodness. Kindness on both the giving and receiving end touches our very core; and

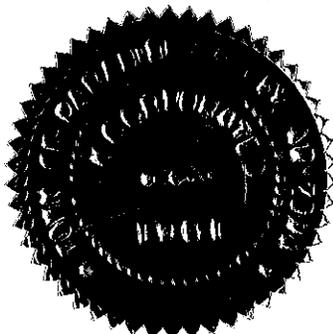
WHEREAS, in conjunction with World Kindness Day, November 13, 2019, and acknowledging The Be Kind People Project and the impact of spreading the message of kindness. It is important to the wellbeing and success of our Town that we not only recognize the importance of kindness on this day, but in our day to day engagement, and throughout the rest of the year as well.

NOW, THEREFORE, I, Jerry Bien-Willner, Mayor of the Town of Paradise Valley, do hereby proclaim November 10 through November 16 to be:

Be Kind America Week

and I commit this observance to the people of Paradise Valley, Arizona.

IN WITNESS WHEREOF, I have set my hand and caused to be affixed the seal of the Town of Paradise Valley this 7th day of November 2019.



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Jerry Bien-Willner, Mayor

Attest:

Duncan Miller, Town Clerk