**Quest for Kindness – E-Direct Copy**

**E-Direct #1**

Subject Line: Connect with your colleagues during the **Quest for Kindness!**

Pre-header text: The KIND of Event Your Whole Team Will Love

Body:

"The level of our success is limited only by our imagination and no act of kindness, however small, is ever wasted." - Aesop

Join the Alzheimer Society for the ***Quest for Kindness***—a month-long fundraising event (**January 1-29**), that challenges individual participants and **teams** (yes, corporate teams!) to make at least 30 kind-nections by completing a series of acts of kindness, like mentoring a new colleague or telling someone in the office you appreciate them, or by having fun creating your own kind-nection.

Whether you’re still working from home and are looking for a way to reconnect with your co-workers, or you’ve just returned to the office, the Alzheimer Society’s ***Quest for Kindness***is the perfect opportunity for your team to work together and feel the power of connection, while giving back to people living with dementia and making your community a kinder place.

Together, we will fight the stigma surrounding Alzheimer’s disease and dementia and fundraise to help raise $1 million to support crucial Alzheimer Society education, counselling, and social recreation programs for the 250,000 people living with dementia in Ontario.

**Why should you and your colleagues join the *Quest for Kindness?* You will. . .**

* Reconnect with colleagues in a fun and engaging way by completing 30 acts of kindness.
* Encourage friendly competition by creating multiple teams within your workplace
* Directly support Alzheimer Society education, counselling, and social recreation programs that people living with dementia rely on through your fundraising efforts and help us raise $1,000,000.
* Use #QuestForKindness to share your team’s fundraising spirit and progress.

**Quest for Kindness**

January 1- 29