**Press Release**

***template to be shared with local organizations***

**For immediate release**

**Insert date –**

**[INSERT NAME OF YOUR ORGANIZATION] SHARES THE MIRACLE OF KINDNESS AT EASTER IN [INSERT NAME OF YOUR LOCAL AREA]**

In [*insert name of local area* eg. Croydon] this week we at [*insert name of school/community group* eg Oakhill School] will be joining thousands of people across the UK to take part in a rapidly growing underground urban movement called ***ShareTheMiracle*** where we hope to surprise and bring joy to our [*insert best description of your community you are helping* – e.g local elderly neighbours, local nursing home, people living on the streets] by simply sharing free gifts of chocolate Easter eggs and by extending an invitation to *[local organisation to insert details of event or activity that you are inviting these people to*].

*[local organisation to insert appropriate quote here explaining why you have joined in and what you hope to achieve e.g`*

“We believe that the key to making healthy communities is all about stepping out and making real relationships. It’s down to each one of us to play our part in creating the world we want to live in. We believe a simple, intentional act of kindness can help change the world around us one person at a time!”] says [insert your name and organisation].

Across the UK this Easter thousands of chocolate eggs and other free gifts are expected to be given out to individuals across all areas of community including members that can easily become isolated such as the homeless, elderly people, victims of human trafficking and children in hospital). The ***ShareTheMiracle*** movement has gradually grown year on year and last year 23,000 people across the UK received unexpected free gifts from their loving neighbours.

People in towns and cities up and down the country are becoming part of a movement which began 4 years ago when a guy called Dan Usher simply decided to buy 100 chocolate eggs from a local supermarket and give them away to people in his local community.

“Back in 2013, I called my sister and told her I’d had a little idea to buy 100 Easter eggs and give them away – would she like to come! Dan says. She was so excited, especially as we rode up and down the supermarket aisles filling the trolley with some of her favourites! That weekend, we gathered a few more friends and headed into the local community – what fun! We found people started to smile, laugh, talk and respond as we reached out with the Easter eggs. Conversation became easy and I caught a glimpse of how an act of kindness could be a catalyst to building new relationships and forming stronger communities. That day *ShareTheMiracle* was born.”

“Our vision at ***ShareTheMiracle*** is so simple – just to show intentional small acts of kindness this Easter and help release fresh hope and start new friendships across our local communities – everyone can join in and play their part. I believe that we’re all ‘designed for kindness’ and by giving a small gift such as an Easter Egg and extending an invitation to a community or social event, could change someone’s life” says Dan Usher.

**- ENDS -**

**About *ShareTheMiracle***

***ShareTheMiracle*** is scheduled to run from mid-March to the Easter weekend (14th to 16th April, 2017) but it’s down to each local groups to decide when the best time is to share a little happiness and hope to those around them. Whether getting together with other friends, or work colleagues, or just going it alone – 2016 already looks set to be best year yet!

***ShareTheMiracle*** invites people to form local groups, to gather chocolate eggs by buying them or through generous donations from local businesses. [*If a generous donation of eggs was made from a business insert here* - This year the team was delighted to receive the support of (insert name of here local business).

***ShareTheMiracle*** alsoworks with generous retailers who donate eggs and gifts in communities across the country and this year organisers hope more businesses will come on board. The type of groups expected to be involved this year include local businesses, schools, local councils, voluntary groups, churches and teams of neighbours.

Each chocolate Easter egg or gift is accompanied by an Easter invitation card. Neighbours may be invited to dinner, an elderly person might receive a personal invitation to a social club and parents can be invited to be part of a local parent and toddler group. Teenagers may receive an invitation to a local activity or mentoring group, and some of those handing out invitations with their gifts may choose to encourage people to attend a special community Family Fun Day or Easter services at their local church.

For those wishing to join in this year - the special invitations can be ordered from the website – **ShareTheMiracle.org** – where there is also loads of information and ideas to help groups start sharing acts of kindness in their communities. Stories of communities transformed by **ShareTheMiracle** can also be found on the website.

In 2015 volunteers met and gave gifts to around 15,000 people in places as far afield as London, Surrey and Sussex to Leicestershire, Northamptonshire and Birmingham. It wasn’t just individuals that were contacted, but also groups, agencies and local organisations including government officers, schools, elderly people, business colleagues, Saturday shoppers, homeless people and victims of human trafficking. Volunteers also visited and treated Great Ormond Street Hospital in London, handing out toys and gifts to the children there and this is expected to happen again in 2016.

If you want more information go to [www.ShareTheMiracle.org](http://www.ShareTheMiracle.org)

Volunteers will be recording their **ShareTheMiracle** moments and sharing them via social media on Twitter @ShareMiracleUK, Facebook [www.facebook.com/sharemiracleuk](http://www.facebook.com/sharemiracleuk) and Instagram

**NOTES TO EDITORS**

**MEDIA CONTACTS For more information about ShareTheMiracle or to book an interview please contact:**

**Dan Usher on** [info@ShareTheMiracle.org](mailto:info@ShareTheMiracle.org)

Images are available on request

For more information go to <http://www.ShareTheMiracle.org/>

ShareTheMiracle is on social media:

Instagram @ShareTheMiracle

Facebook ShareMiracleuUK

Twitter @ShareMiracleUK

**#comealive**

**#designedforkindness**