

# Let's be Better!

# 5 RANDOM ACTS OF KINDNESS

AffectTheCulture.com  
Better Campaign

Join Us!



For Immediate Release

# #BETTER

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Affect The Culture has launched the “Better Campaign” to inspire the people of our communities and nation to be better. The Better Campaign is an intentional and coordinated effort to impact the atmosphere and culture in our communities, improve our character and combat a growing culture of divisiveness and indifference in society. Our nation is only as great as it’s people and we believe we can be better!

The Better Campaign is a viral exercise in kindness to improve our character and challenge us to be better individually and as a community. The goal is to charge the atmosphere with kindness and compassion to impact our homes, work places, schools and communities through an intentional and coordinated effort. The byproduct of this kindness campaign is a culture of kindness, empathy and respect.

We believe the path forward to change our culture is through benevolence; by showing love, kindness and respect towards our fellow man. We’re asking everyone to join us by accepting the 5 Random Acts of Kindness Challenge! Go to [affecttheculture.com](http://affecttheculture.com) for more information.

\*All interested businesses, local governments, schools, civic organizations and churches please contact us at [info@affecttheculture.com](mailto:info@affecttheculture.com). We have a structured format to maximize the benefits of the campaign for your organizations. This is a coordinated community effort.

*Our communities and nation is only as great as its people. Let's be Better!*

*Affecttheculture - “Better” Campaign*

*Establishing respect, kindness and benevolence in our society*

*Learn more @Affecttheculture.com*

**#BETTER #5RANDOMACTSOFKINDNESS #AFFECTTHECULTURE**

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