



CITY OF MERIDIAN

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CONTACT: Kaycee Emery, 208-489-0538 or 208-484-6286, kemery@meridiancity.org

MERIDIAN LAUNCHES 'DO THE RIGHT' TO START A MOVEMENT OF COMPASSION CITY-WIDE

MERIDIAN – The City of Meridian, with the help of many partners, is launching 'Do The Right' one week from today, on April 8, 2015. The goal of the day is to encourage people of all ages to do something nice for the person to their right; whether it's helping a neighbor, giving a classmate a nice note, or buying coffee for a coworker. It is one day intended to start a movement of compassion.

“The City was moved to do something like this after discussing bullying and teen suicide with our Mayor’s Youth Advisory Council. It is something that definitely affects teens in our community and adults as well,” said Mayor Tammy de Weerd. “That’s why we are launching 'Do The Right' – because you never know how one act of kindness can change someone’s life,” said Mayor De Weerd.

As part of the first Do The Right Day, Mayor De Weerd will read a formal proclamation at Mountain View High School at 11:00am on April 8. The West Ada School District will be handing out post-it notes to students, encouraging them to write something nice about the classmate to their right. The Ben’s Bells Project, or Be Kind Idaho, plans to place bells throughout Meridian and will also be distributing Be Kind stickers as a reminder to all citizens to carry the focus of kindness beyond this one day.

Other community partners helping to raise awareness about the day by handing out #DoTheRight stickers include; Dutch Bros., State Farm, the Meridian Chamber of Commerce, the Meridian Library District, and The Village at Meridian.

“We live in a giving and compassionate community and we want to keep it that way. This world can be full of criticism and negativity and it’s time to focus on the positive!” said Mayor De Weerd.

The City is also encouraging residents to share their experiences on April 8 via social media, with the hashtag #DoTheRight.

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The City of Meridian is located in the center of the Treasure Valley in southwest Idaho. Founded in 1893 and incorporated as a city in 1903, Meridian is now one of Idaho's largest and fastest growing communities. Meridian is cited by Money Magazine as one of its Top 50 Best Places to Live, and by America's Promise Alliance and ING as one of the nation's 100 Best Communities for Young People. For more information, visit www.meridiancity.org.