



**SOLD OUT WORLD KINDNESS CONCERT STILL NEEDS YOUR SUPPORT**  
**Funds raised will be directed towards a kinder future for all**

**FOR IMMEDIATE RELEASE**

**OCTOBER 20, 2006**

Though the World Kindness Concert is a sold out success, you can still contribute to a kinder future by making a donation to KindActs Invest in a Kinder World Coin-spiracy program.

Coin-spiracy was designed to encourage students and youth groups to carry out acts of kindness that will echo around the globe. To date, the Coin-spiracy program has reached over 45 countries. A kindness coin called a UNI is launched and then tracked. The Coinholder must commit to 3 acts of kindness - one for self, one for the environment and one for another. The coin is then passed to the recipient who in turn commits the three kind acts. Because each coin is uniquely coded, a coin can be tracked on the campaign web site as it travels around the world – [www.investinakinderworld.com](http://www.investinakinderworld.com). So far, over 140 UNI coins have been issued resulting in an estimated 100,000 humanitarian acts, 171, 571 hours of community service and over \$220,000 raised for communities in need. The next Coin-spiracy launch is scheduled for September 2006.

The World Kindness Concert is a yearly musical, which features some of the region's best local artists in an inspirational, magical and exciting evening of family fun and kindness. Proceeds from the evening are directed towards the Coin-spiracy program.

"I am really inspired and touched by the incredible impact the Coin-spiracy program has had in the community locally as well as globally in over 45 countries," says Volunteer Executive Producer of the World Kindness Concert and co-founder of KindActs, Brock Tully. "The Coin-spiracy affirms how individual action can create positive global change through the simple yet powerful ripple effect of kindness. In order to continue to touch hearts, the Coin-spiracy requires ongoing funding and that's why I am so committed to organizing the World Kindness Concert as the main yearly fundraiser. I encourage everyone to support this program and see how together, we can be a kinder world, one act at a time."

To make a donation to the Coin-spiracy program, please visit: [www.kindacts.net](http://www.kindacts.net)

The World Kindness Concert will motivate and encourage audience members to invest in a kinder future for children around the world. This year's performers include the outstanding talent of ABBA-Cadabra, Shari Ulrich, Stefan Mitchell, Leora Cashe, Bill Henderson, Leon Bibb, musical group August, Michaela Slinger and Cecile Larochele.

The World Kindness Concert will be held on October 23rd and 24th at the Vancouver East Cultural Centre. Tickets are sold out, however many will be available at the door. Members of the community are encouraged to arrive early for the show, as tickets will be made available for seats that remain empty.

**For additional information and interviews, please contact:**

Erin McMillan  
PR Coordinator  
778.558.3744

[erinmcmillan@hotmail.com](mailto:erinmcmillan@hotmail.com)