

## Nice Is All The Rage

(NAPSA)—Move over, Botox parties, make room for “Nice” parties! A best-selling book, aptly called “The Power of Nice: How to Conquer the Business World with Kindness” is sparking a groundbreaking movement across North America that could make the world a nicer place.

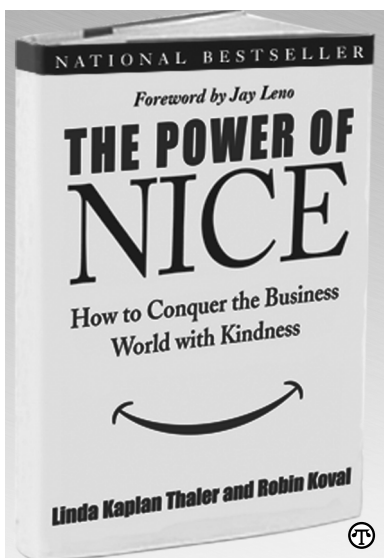
The book, written by New York advertising executives, Linda Kaplan Thaler and Robin Koval, whose agency created the Aflac duck campaign, carries a straight forward message that resonates in both business and in life—play nice. The time-told lesson we learned as pre-schoolers on the playground is striking a nerve with CEOs and PTA presidents alike who want to embrace and spread “the power of nice.”

All across North America hosting “nice” parties has become fashionable. From Central Florida to Southern California to Toronto, Canada, people say “The Power of Nice” has inspired them to recognize and give back to those people who have made a positive difference in their lives.

In Toronto, a successful businessman is hosting a “nice” party inviting everyone from his spin instructor and doorman to his hairstylist and the manager of his favorite Italian restaurant. He is even handing out copies of “The Power of Nice” as party favors.

In Florida, a woman hosted a brunch for 20 people who had contributed positively to her life. One woman had driven her to a doctor’s appointment when she had lost the keys to her car and had no transportation. A school teacher in California was inspired to do random acts of kindness around the school and has introduced a “kindness week” at the school.

Through extensive research and interviews, the authors of the book discovered that when you act



**The act of being nice has many rewards, but the best may be how good it makes you feel, says a trend-setting book.**

nice, you actually feel better. They offer these tips on how to create a “nice” party.

- Invite people who make your life better, not just close friends and family but maybe it’s your dog walker, babysitter, doorman, mail carrier, manicurist, neighbor, etc.

- The party doesn’t have to be fancy. It can be an informal pot luck brunch, a cocktail night, coffee and tea.

- Let each of these people know either in a note or in person how they have positively affected your life.

- Create a game of compliments where you can go around the table and say something nice to everyone there.

- Charge your guests with doing or saying something nice to two people that week. Let “The Power of Nice” spread.

For more information on the Nice wave, go to [www.thepowerofnice.com](http://www.thepowerofnice.com).