

Celebrating Acts Of Kindness By Helping Others

(NAPSA)—Small expressions of kindness can make a big difference...and they have even more power when shared.

To celebrate acts of kindness, television personality Didiayer Snyder and Allergan, Inc. are launching the My Expressions of Kindness campaign to ask people to post acts of kindness online at www.ExpressKindnessCampaign.com to help raise \$250,000 for three charities: Make It Right, Dress for Success and Children's Action Network.

Didiayer, who is a carpenter, interior designer and advocate for affordable housing for families, is supporting Make It Right, which builds safe, green and affordable homes for working families in New Orleans Lower 9th Ward who lost everything in Hurricane Katrina. She is joined by a cadre of celebrity campaign ambassadors, who are supporting Dress for Success and Children's Action Network in the spirit of promoting kindness. Emmy®-nominated actress and singer Vanessa Williams and best-selling author Vicki Iovine are supporting Dress for Success, which helps disadvantaged women express success in the workforce by providing them with the tools they need to succeed in work and life, while Oscar®-nominated actress Virginia Madsen and five-time gold medalist Nadia Comaneci are supporting Children's Action Network, which finds homes for foster children who are waiting for an adoptive family and works to improve outcomes for children in foster care.

"I'm thrilled to be spearheading



Television personality
Didiayer Snyder

the My Expressions of Kindness charitable campaign because it is a way to give back to the community by supporting causes that are important to many men and women," said Mrs. Snyder. "Allergan asked me to become involved because they knew I dedicated a significant amount of time to supporting those less fortunate. Now, everyone can join us by spreading kindness online to help raise much-needed funds for Make It Right, Dress for Success and Children's Action Network. Visit www.ExpressKindnessCampaign.com to create a My Expressions of Kindness profile and have a donation made on your behalf. It's fun, easy and a great way to support those in need."

Following an initial donation of \$25,000 from Allergan to each

charity, the allocation of remaining donation funds is determined by consumer involvement—an easy way everyone can get involved in spreading kindness to those less fortunate. For each person who visits the campaign Web site and completes a My Expressions of Kindness profile, Allergan will donate \$25 to one of the three charities of their choice. An additional \$5 donation will be made when consumers share their profile by posting a link on their Facebook page, and another \$5 donation will be made for those who "tweet" a link to their profile on Twitter.

As Didiayer plays a part in helping those less fortunate, she offers a few simple ways you, too, can be a part of the kindness movement:

- **A Moment Matters**—As hectic as life can get, it's important to take time to help others in need. Whether you have an hour or a whole day to spare, contact your favorite local nonprofit organization and see how you, too can get involved by volunteering.

- **The Power of a Simple Gesture**—It may be as easy as helping your neighbor carry groceries, giving a stranger a kind smile or taking time to help your children with their homework, but every act of kindness has the power to brighten someone else's day.

- **Pass It Along**—When you do something nice for someone else, there's a good chance that they'll pay it forward. Nothing beats the feeling of giving, so take the time to extend one kind gesture every day and watch the goodwill spread.

To get involved, visit www.ExpressKindnessCampaign.com.