

## Transcript

After attending an event recently at the Las Vegas Convention Center I was overcome with emotion as Anthony Robbins told stories of people that reached out to their communities to make a difference. He told about a six week trash strike in Encino, California and how a local Realtor on his own accord and at his own expense hired a cleanup crew to clean up all of the trash that had accumulated. In the middle of the night while residents of the community were sleeping his hired crews began to clean up the mess caused by the strike. He ended up getting national news coverage as a result of his good deed and his Real Estate sales skyrocketed.

Tony also told the story of a group of Chilean miners that were trapped underground for 69 days in 2010. As they awaited rescue in the collapsed mine the story unfolded in the national news. Oakley decided to donate \$35,000 worth of sunglasses to offer to the miners as they emerged into the bright sunlight on the day they were rescued. Although they didn't do it for the publicity, this act of kindness brought them massive brand exposure.

Upon return from this event, I asked myself what we could do as an organization to leverage the power of kindness as well as a network of generous people to once a month impact one family or individual that is facing an unexpected crisis. Our goal is to shower one family or individual per month with so much positivity in the form of cards and gifts that we may help to lift their spirits in a time of devastation. The movement is called The Card Flurry™ ([www.cardflurry.com](http://www.cardflurry.com)).

Our first card flurry was sent to the Hunter family of Iowa that were in a tragic automobile accident just before Christmas and lost their 8 year old daughter, Diamond and their 7 year old son, Donny. The magnitude of this event is inconceivable to most people and almost beyond comprehension. It's even difficult to know what to say to a family facing such a tragedy. Each of us would speak from the heart, put it in a card and send it in an effort to ease their pain. We would show that we care.

**“Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it's the only thing that ever has.”**

**–Margaret Mead**