

We encourage you to get caught 'C.A.R.E.-ing'

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To **the** Editor: On behalf of **the** Human Services Planning Council, a division of **the Community Fund** of Darien, we challenge **the** entire Darien **community** to "Get Caught C.A.R.E.-ing."

The C.A.R.E. campaign is an initiative to build "A **Community** of Accountability and Respect for Everyone." **The** charge is that all individuals who live, work and play in our **community** be accountable for personal actions and respectful of one another. Kick-off for this initiative at Town Hall on Sept. 5, saw over 100 interested and committed individuals in attendance. Originally, over 40 organizations, agencies and merchants throughout Darien made a public commitment to support this effort. To date, that number has grown to over 80! We invite you to become a part of this endeavor, and get caught "C.A.R.E.-ing."

When: This effort is ongoing. There is no end date per se, but rather **the** hope that there will be a cultural change in our **community** that will last forever.

Who: All of us each and every person who works, lives and plays in Darien. Young and old and every one in between is invited to take on this commitment.

How: One gesture at a time. Whether it's holding **the** door for someone at **the** store, waving a car through a busy intersection, congratulating an opposing team member for a job well done, or saying hello to a stranger - no act is too small. We believe that **the** more aware we become of how our actions - both positive and negative - impact others, **the** more likely we will be to opt for kindness.

Where: Everywhere! At **the** beach, at **the** store, in school, on **the** roads, in church, on **the** playing fields. No place in Darien should be caught without C.A.R.E.!

Why: Because we believe that "C.A.R.E.-ing" can be, and is, contagious. Don't hang on to it. Pass it on; pay-it-forward. We invite all of you to be a part of this very positive movement.

For additional information about **the** C.A.R.E. campaign, its sponsors, and special events associated with this program, visit care.darien.org.

Alicia Sillars