



**15 January 2010**

## **DO SOMETHING 'NICE' FOR SOMEONE THIS MONTH**

January 25<sup>th</sup> 2010 will see the launch of a new initiative across the Channel Islands and the Isle of Man – Random Acts of Kindness day (RAK).

Every year, National RAK Day is celebrated at various times of the year in numerous countries across the world. Businesses, community groups and schools come together to spread a little cheer by performing random acts of kindness on friends, family and even complete strangers.

The team at Sure - CWI's mobile operator in the Isle of Man and the Channel Islands - has decided to replicate this day of kindness locally and, seeing as it is widely recognised as being the most depressing day of the year, January 25<sup>th</sup> 2010 has been earmarked for the first island-wide RAK day.

Last summer, the Sure RAK team tested out the idea and spent the day racing around the islands to perform a number of different generous and surprising acts.

Among other things, day-trippers to Herm had their tickets paid for by the team, families at lunch found their tab being picked up courtesy of Sure, and fire fighters at Guernsey's fire station were treated to Bacon rolls after a long night shift.

On 25<sup>th</sup> January 2010 people across the islands are being encouraged to perform a random act of kindness on someone they know, or don't know, to help spread a little cheer. Whether you buy cakes for your office or class, help an elderly person with their shopping or pay for a stranger's bus fare, performing a RAK doesn't have to be expensive.

Jessica Bisson, PR and Marketing Executive for Sure, explained the thinking behind the day.

"We want to raise awareness in the islands of the RAK day celebrations that are already happening around the world. We performed a series of RAKs across 2009 and everyone on the receiving end was really pleased. It was a really great feeling and we would love other people to experience it, starting on 25<sup>th</sup> January 2010.

We are encouraging local residents, schools and businesses to come together to celebrate their own national RAK day and are very much looking forward to hearing about everyone performing their own RAKs on that day. It's uplifting to see the delight in people's faces when they realise there is no catch."

Deputy Mike O'Hara, is backing the campaign to spread some happiness across the island.

"Putting a smile on someone's face is quite simply the most wonderful thing you can do," he said.

“You can do it in so many ways and it needn’t cost you a penny. Tell a joke, tell someone how nice they look, just go out of your way to be nice whenever you can. On RAK day, we would like people to take time out to think how they could put that smile on someone’s face – it will probably put one on theirs too!”

Anyone performing or receiving RAKs on that day can share the details with others by joining the RAK Facebook page (search Facebook for Sure Random Acts of Kindness) or by emailing [rak@surecw.com](mailto:rak@surecw.com).

**Ends.**

**About CWI Group**

CWI Group (formerly International) is an owner and operator of market-leading telecoms businesses. Headquartered in London, we operate through four regionally-based business units – the Caribbean, Panama, Macau and Monaco & Islands. We are a full-service telecommunications provider offering mobile, broadband, and domestic and international fixed line services, as well as enterprise and managed service telecom solutions.

Our mission is to develop a portfolio of world class telecom businesses. Our businesses will be world class in terms of the products we offer; the service levels we provide; the training, career development and motivation levels of our people; and our financial performance. We aim to attain leadership in all of our product categories and markets.

[www.cwig.com](http://www.cwig.com)

**About Sure**

In the Channel Islands and the Isle of Man, CWI is investing over £40m to revolutionise communications and deliver a new generation of services through Sure, an innovative and exciting new brand.

Sure is leading the introduction of choice for customers supported by an ongoing commitment to quality, value and customer care in all areas of service. Its offering includes mobile, broadband and fixed line services for consumers as well as advanced internet, hosting, security and international services for business customers.

For further information about Sure, go to: [www.surecw.com](http://www.surecw.com).

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