



KIND OTTAWA
Kindness Week, February 17 – 24, 2012

Introducing an exceptional promotional opportunity

Choose to be Kind Affinity Program

For the first time, Ottawa businesses can join the Kind Ottawa Initiative and thank their customers for their patronage and create new business through the **Choose to be Kind Affinity program**.

For just \$500, your company will become a “Friend of Kind Ottawa”, offering and promoting discounts to your customers, using a simple, intuitive online tool available exclusively on Ottawakiosk.com

In addition to the **positive image** that comes with promoting kindness in our community, the Choose to be Kind Affinity program offers a number of important **marketing benefits**, including:

- An annual directory listing on Ottawakiosk.com, advertising your name, address, logo, website and phone number.
- Help with your Google rankings as part of Ottawa's largest directory, which is visited by more than 250,000 individual customers every month.
- The ability to post and change discount offers in real time year- round Feb 2012-Feb 2013
- Window card/ in store signage advertising your business as a supporter of the Kind Ottawa Initiative

Customers eligible for discounts will have a **special “Choose to be Kind/Choisir la bonté” wristband**. Wristbands will be available for purchase at \$1.00 each. Participating companies can then “resell” the wristbands, providing the proceeds to United Way Ottawa. The Choose to be Kind Affinity program will be launched during Kindness Week 2012, February 17 to 24. Bracelets will be sold at various partner locations throughout the region; others will be distributed through a variety of networks and channels. We anticipate an initial reach of 50,000 units.

For more information or to explore this exciting opportunity further, please contact:

Jeff Turner – jturner@unitedwayottawa.com (613) 228-6899
Kimberly Francoeur – kimberly@ottawakiosk.com (613) 513-4008
Emily Bolton – ebolton@unitedwayottawa.com (613) 228-6737





Choose to be Kind Affinity Program Enrolment

COMPANY INFORMATION			
Sales Representative		Company Name	
Last Name		First	
Street Address			Unit #
City		Province	PC
Phone		E-mail Address	
Fax		Website	
AFFINITY PROGRAM INFORMATION			
I would like to enroll in the Choose to be Kind Affinity Program		YES <input type="checkbox"/> NO <input type="checkbox"/>	\$ 500.00
I would like to offer a discount for my business		YES <input type="checkbox"/> NO <input type="checkbox"/>	Initial discount offer:
I would like to sell the wristbands		YES <input type="checkbox"/> NO <input type="checkbox"/>	Number of wristbands required: X \$1.00 \$
I would like to give the wristbands as gifts:		YES <input type="checkbox"/> NO <input type="checkbox"/>	Number of wristbands required: X \$1.00 \$
<input type="checkbox"/> BY CHECKING THIS BOX, I HEREBY CONFIRM THAT I HAVE REVIEWED AND AGREE TO THE TERMS AND CONDITIONS OF THIS AGREEMENT.			COST
SIGNATURE: _____			TAX
AN INVOICE WILL FOLLOW PENDING REGISTRAION OF THIS AGREEMENT.			TOTAL

PLEASE RETURN BY FAX OR EMAIL TO: EBOLTON@UNITEDWAYOTTAWA.CA 613-228-6730

Ottawa Kiosk Kindness Week Annual Directory

<http://www.ottawakiosk.com/kindottawa.html>

The screenshot shows a Microsoft Internet Explorer browser window displaying the Ottawa Kindness Week website. The browser's address bar shows the URL <http://www.ottawakiosk.com/kindottawa.html>. The website header includes the Ottawa Kiosk logo, a search bar, and navigation links for Home, Newsletter, Link to Us, Add Business, Advertising, and Login. Below the header is a navigation menu with categories: Arts & Entertainment, Business & Services, Education, Government, Health, News & Media, Restaurants, Shopping, Sports & Rec., and Travel Guide. A weather forecast for Ottawa is shown, indicating temperatures ranging from -8°C to 9°C. The main content area features a large banner for "CHOOSE TO BE KIND" with the dates February 18-25. The banner includes a photo of a child and the text "February 18-25 is Kindness Week in Ottawa". Below the banner, there are sections for "Ottawa Kindness Week" with social media links, "Ottawa Kindness Week Listings - Standard" featuring Kimberly's Salon and Stephen's All You Can Eat, and a "Quick Links" section. The website is decorated with "Be The Critic" movie contest banners on the sides, featuring cartoon characters and the text "SILVERCITY".

Ottawa Kindness Week - Ottawa Choose To Be Kind - Microsoft Internet Explorer provided by United Way/Centraide Ottawa

<http://www.ottawakiosk.com/kindottawa.html>

Convert Select

Favorites GCWCC Gifts Google Our Way OurWay United Way Centraide Ott... Web Slice Gallery Windows Live Hotmail

Ottawa Kindness Week - Ottawa Choose To Be Ki...

PART OF CANADIANKIOSK.COM. A NETWORK OF LOCAL DIRECTORIES ACROSS CANADA

HOME | NEWSLETTER | LINK TO US | ADD BUSINESS | ADVERTISING | LOGIN

OTTAWAKIOSK.COM
DIRECTORY - EVENTS - COUPONS

Google Custom Search Search

ARTS & ENTERTAINMENT BUSINESS & SERVICES EDUCATION GOVERNMENT HEALTH NEWS & MEDIA RESTAURANTS SHOPPING SPORTS & REC. TRAVEL GUIDE

TUE WED THU FRI SAT
3°C 2°C 9°C -2°C -8°C

Tue, Dec 13th 5 DAY WEATHER FORECAST

CHOOSE TO BE KIND
February 18-25 is Kindness Week in Ottawa

Ottawa Kindness Week

About Kindness Week
Kindness Events
Kindness In Schools
Kindness In Workplace

Ottawa Charities
About United Way
Ottawakiosk.com
About Ottawakiosk.com

MAKE CHANGE HAPPEN
BE UNITED

FROM YOUR FAVOURITE RESTAURANTS ONLINE

Ottawa > Business & Services > Charities > Community & Social Services > Kindness Week

Ottawa Kindness Week

Like +7 0 Like Share

Now in its fourth year, Kindness Week Ottawa is a city-wide initiative that encourages community members to choose to be kind and recognizes those who engage in everyday acts of kindness. Kindness Week 2011 is proudly presented by United Way Ottawa.

United Way Centraide Ottawa
CHOOSE TO BE KIND / CHOISIR LA BONTÉ

CHOOSE TO BE KIND
Get inspired by Ottawa's kindness

February 18-25 is Kindness Week in Ottawa

CHOOSE TO BE KIND
Get inspired by Ottawa's kindness

EVENTS MOVIES COUPONS CONTESTS

Quick Links

Quick Links

JOIN OUR SOCIAL NETWORK GROUPS TO BE NOTIFIED OF LOCAL EVENTS AND CONTESTS

Be The Critic
OTTAWA MOVIE CONTEST
SILVERCITY

Be The Critic
OTTAWA MOVIE CONTEST
SILVERCITY

Be The Critic
BEST STARTS IN THE HOUSE AT SILVERCITY

Kimberly's Salon
Downtown Ottawa, Ottawa Ontario,
> [View Telephone Number](#)

15% off Hair Coloring every Tuesday at Kimberly's Salon - downtown Ottawa.

Visit Web Site | Map This | [detailed info](#)

Stephen's All You Can Eat
Ottawa, Ottawa Ontario,
> [View Telephone Number](#)

\$2.00 off Appetizer at Stephen's All You Can Eat Buffet.

Email Address

First Name



United Way Ottawa/OttawaKiosk.com Choose to be Kind Affinity Program

Terms & Conditions for Advertising and Payment

Please note that United Way Ottawa/ OttawaKiosk.com are indicated in this agreement "UW/OK"

1. **DEADLINES.** To ensure posting of listing, copy and material must be received at UW/OK's office by the deadlines specified.
2. **FAILURE TO PROVIDE ACCEPTABLE FINAL AD COPY IN TIME FOR POSTING.** In any issues where the Advertiser has contracted for space and fails to provide final advertising artwork acceptable to UW/OK by closing date, the Advertiser shall remain liable for and shall pay UW/OK the contracted cost of the advertisement whether or not UW/OK runs the advertisement.
3. **PROOFS.** UW/OK can provide proofs prior to posting. UW/OK shall not be responsible for corrections if proofs are not returned by the Advertiser in sufficient time to complete the required changes. On delivery of advertising materials to UW/OK, same shall become the property of UW/OK and UW/OK assumes no responsibility for advertising materials.
4. **PUBLISHER'S COPYRIGHT.** Any design, artwork, copywriting or typesetting supplied by UW/OK is for exclusive use by the UW/OK. Any other use not authorized in writing by UW/OK is an infringement of copyright and subject to compensation.
5. **ERRORS & OMISSIONS.** The advertiser or Agent shall notify UW/OK in writing of any error or omission in any advertising or listing not later than 15 days from the publication date. UW/OK cannot be held responsible for an error in a listing for which it has not received prior notification

ADVERTISING INSERTIONS

6. **CONTRACTED INSERTIONS.** Where the Advertiser or Agent has stipulated in this Contract specific issues in which advertisements are to run, the Advertiser or Agent is liable for payment for the space reserved unless the insertion is cancelled as set out in 8 below.
7. **SUPPLEMENTARY INSERTION ORDERS.** Where specific insertion dates for intended advertising are not stipulated at the time of signing this Contract, the Advertiser or Agent shall confirm to UW/OK in writing each intended advertising insertion and provide accompanying final artwork, prior to UW/OK's posting of a listing or closing date for that insertion.
8. **CANCELLATION OF ADVERTISING.** Any notice of cancellation of advertising insertion must be sent in writing and received by the Publisher prior to closing date. Cancellation will result in previous advertising being charged back at the applicable rate schedule in force when the Advertiser signed this Contract. Contracted annual listings cannot be cancelled after posting and during the annual term.



PAYMENT

9. **PAYMENT TERMS.** Payment must be received by the United Way Ottawa before any ad is run, or any listing is posted.
10. **TAXES.** UW/OK shall collect from the Advertiser or Agent such taxes or other assessments as it may be obliged to by law.

GENERAL TERMS & CONDITIONS

11. **REJECTION.** UW/OK reserves the right to reject, discontinue or omit any advertisement or to cancel any advertising contract at its sole discretion without compensation to the Advertiser.
12. **TERM 'ADVERTISEMENT'.** The word "advertisement" or a similar title may be printed in conjunction with any advertisement, which UW/OK considers could be perceived as an editorial item.
13. **RATE CHANGES.** UW/OK reserves the right to change the rate of any and all advertising at any time. Notice will be given to the Advertiser at the time of renewal of advertising.
14. **WARRANTY & INDEMNIFICATION.** The Advertiser warrants that advertising content will not be libelous or misleading. The Advertiser and Agent each agree to defend against and indemnify and save UW/OK harmless from any and all loss, liability, claims and demands arising out of the character, content or subject matter of any advertising.
15. **LIABILITY.** Advertiser assumes responsibility for authorized use of name, photograph, device or material protected by copyright or trademark. The Advertiser and Agent agree that UW/OK shall not be liable for non-insertion of any advertisement.
There shall be no Publisher liability for damage arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to negligence or otherwise.
16. **ASSIGNMENT.** Neither this Contract nor the space secured hereunder may be assigned, sublet or released to any person by the Advertiser or Agent without the written permission of UW/OK. Prior approval must also be obtained in writing for all co-op advertising programs.
17. **TERMINATION.** UW/OK may, by notice in writing, terminate this Contract if the Advertiser or Agent becomes insolvent or bankrupt or the business of either of them is placed in the hands of a receiver or trustee for the benefit of creditors, whether by voluntary act or otherwise. In addition, UW/OK may terminate this contract if the Advertiser or Agent fails to meet their obligations hereunder. Upon termination of this Contract, or any default hereunder by the Advertiser or Agent, all amounts owing or accruing to the UW/OK shall immediately become due and payable and UW/OK may discontinue the Advertiser's advertisements.
18. **RENEWALS.** All ads purchased from UW/OK/CanadianKiosk.ca will auto-renew at the anniversary date unless otherwise specified. If a customer decides to cancel after the anniversary date, the customer must inform UW/OK/CanadianKiosk.ca in writing to cancel ads 90 days prior the cancellation date. Customers will be sent a reminder by phone or email to renew with UW/OK/CanadianKiosk.ca 1 month prior to the renewal date.
19. **COMPLETE CONTRACT, VARIANCE.** This Contract constitutes the entire Contract between the parties and may only be varied in writing signed by both parties.