



city of kindness®



wonder
IN THEATERS NOVEMBER 17

#ChooseKind

2017 city toolkit



LIONSGATE®



overview

“When given the choice between being right or being kind, **choose kind.**” - Dr. Wayne W. Dyer

This is the heartfelt message of **WONDER** – and we’re thankful you’re joining the **WONDER #ChooseKind** City initiative to spread this message to cities across the United States.

Based on The New York Times best-seller, **WONDER** tells the incredibly inspiring and heartwarming story of August “Auggie” Pullman, a boy with facial differences who enters fifth grade, attending a mainstream elementary school for the first time. The film stars Julia Roberts and Owen Wilson as the parents of a young boy, portrayed by Jacob Tremblay. The film will be released Nov. 17, 2017, by Lionsgate in association with Participant Media and Walden Media, only a few days after World Kindness Day, a global celebration of kindness.

city of kindness is collaborating with Participant Media and Lionsgate on the **WONDER #ChooseKind** City initiative, and we are partnering with U.S. mayors to deliver Auggie’s message to their own communities by signing on as launch partners.



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The **WONDER #ChooseKind** City initiative involves mayors of U.S. cities in exciting promotions meant to engage residents in making their neighborhoods kinder. This toolkit will give you the resources needed to roll out the **WONDER #ChooseKind** City initiative to your community.

If you’d like to explore additional ideas or have questions, please contact Inge Thornton of **city of kindness** at 949-242-7708 or info@cityofkindness.org.





WONDER #ChooseKind Checklist

Thank you for becoming a **#ChooseKind** city! Mayors who join us in this initiative are asked to commit to a few launch programs. The following checklist goes over these elements, and the following pages have additional resources for you to use in carrying out these launch programs.

- Post an announcement designating your city as a **#ChooseKind** city and share the kind activities your city will be participating in (your city will also be mentioned in the national program announcement on October 10th!)
- Facilitate collaboration with relevant civic groups to generate awareness for the **WONDER #ChooseKind** City initiative
- Host a special screening of **WONDER** for community members, nonprofit partners, local influencers and media to celebrate the kind activities completed in your city
- Disseminate a news release on World Kindness Day (Nov. 13, 2017) publicizing your city's kind activities that have taken place since Oct. 10, 2017

city of kindness will help promote your designation as a **#ChooseKind** city with these steps:

- Host a dedicated page on the **city of kindness** website with information about the **WONDER #ChooseKind** City initiative
- Provide resources for you and your community partners to help them activate **WONDER #ChooseKind** programs
- Highlight your city-specific programming throughout the **city of kindness** network
- Coordinate with your office as needed
- Augment the media relations outreach your public information office conducts, as requested



resources

Get a Little Help From Our Resource Network

We are fortunate to work with organizations that are leading the kindness movement, and **city of kindness** has teamed with WONDER to pass along resources to **#ChooseKind** cities. We hope these resources help you implement the **#ChooseKind** City initiative within your city and serve as inspiration for your own activities.

Kindness.org



Kindness.org is committed to bringing kindness to the forefront of human interaction through synthesizing existing research and the creation of their “Living Rooms” initiative – pop up cafes that inspire meaningful impact for those in need of kindness and bring the community together. Start a “Living Room” in your city today to celebrate your designation as a **#ChooseKind** city!

Contact: Jaclyn Lindsey, jaclyn.lindsey@kindness.org

Work With Local Libraries

#ChooseKind Cities will receive donations of the book “WONDER” to put on shelves in local libraries. Encourage your residents to visit the library, check out a copy of “WONDER” and spread kindness. The first community members to check out a copy of WONDER will be eligible to receive a Random Acts of Kindness Family Toolkit upon returning the book.

Contact: Inge Thornton, info@cityofkindness.org



resources

Get a Little Help From Our Resource Network (Continued)

Random Acts of Kindness Family Toolkit



Your community members can receive a limited edition **Family Toolkit** created in collaboration with the Random Acts of Kindness Foundation. This kit will include guidelines and activities to inspire acts of kindness inside and outside the home. The toolkit will also come with the supplies that families need to make those acts of kindness happen! Toolkits will be available in libraries and at select events throughout the city, and a digital version will be available for download on the **city of kindness** website.

Contact: Inge Thornton, info@cityofkindness.org

WONDER Certified Kind Classroom Challenge



In partnership with Lionsgate and in celebration of the movie release, the **WONDER Certified Kind Classroom Challenge** is designed for educators in your city, with opportunities to win special prizes, rewards and experiences for classrooms. The challenge includes activities for students in grades 3-6 as they explore how to **#ChooseKind**.

Visit wonderkindclassroom.com to get started.

Turn Your City Blue



In celebration of World Kindness Day and the release of WONDER, cities are encouraged to turn their cities blue! Highlight landmarks or statues with blue lighting, create kind-inspired blue art installations or encourage your residents to wear blue clothing, ribbons or other accessories to show their **#ChooseKind** support.



resources

Get a Little Help From Our Resource Network (Continued)

Kind Smiles



Crest is proud to team up with the movie WONDER and **City of Kindness** to establish smiles as an official, universal act of kindness. Crest encourages all citizens to #ChooseSmiles as a simple, powerful way to **#ChooseKind** and spread kindness every day. In order to keep smiles' healthy and beautiful, Crest will be donating product to organizations within select participating **#ChooseKind** cities. Please work with **city of kindness** to designate the organizations that would benefit the most from their generous contribution so your citizens can keep on spreading kind through smiling.

Contact: Inge Thornton, info@cityofkindness.org

Volunteer Appreciation



Cheerios would like to celebrate the acts of kindness in your city by hosting a thank you breakfast for volunteers making an impact within your community. **city of kindness** will work with each city on the selection of volunteers and coordination of the event. Attendance will be limited based on partner capacity. In addition, Cheerios is donating **#ChooseKind** T-Shirts for Volunteers and **city of kindness** will coordinate with city offices on the best distribution location in your city. Please contact **city of kindness** for location details.

Contact: Inge Thornton, info@cityofkindness.org





resources

Get a Little Help From Our Resource Network (Continued)

10 Easy Ways to Spread Kindness

We encourage all **#ChooseKind cities** to pass along easy-to-do kindness ideas to their residents. Here are a few to get you started!

- 1 Donate blood
- 2 Give a compliment on social media
- 3 Write a kind note to a family member
- 4 Pay for a stranger's coffee/meal
- 5 Pick up litter
- 6 Volunteer
- 7 Cook a meal for someone in need
- 8 Share a smile
- 9 Visit a nursing home
- 10 Hold the door open for the person behind you



Count Your Acts!

The master Kindness Counter appears on the **city of kindness** website. Think of it as the Coordinated Universal Time clock for acts of kindness. This counter aggregates acts of kindness from across the nation. Be sure to use the hashtag **#ChooseKind** when sharing the kind acts taking place in your city! Click here to submit your **#ChooseKind** acts. Contact **city of kindness** (info@cityofkindness.org) to incorporate the counter on your website!

city of kindness Resources

In addition to the resources shared by the **city of kindness** partner network, we also have developed resources on our website that will help you spread kindness in your city and promote your designation as a **#ChooseKind** city. Visit cityofkindness.org for even more kind inspiration.





Share The Good News!

We ask every **#ChooseKind** city to promote their designation. We created the following template announcement for you to share on social media, on your city website or in newsletters.

Kindness Starts Here! **<name of city> Is a #ChooseKind City**

"When given the choice between being right or being kind, choose kind." - Dr. Wayne W. Dyer

This is the heartfelt message of WONDER <link to @WonderTheMovie Facebook> – and the message we are asking residents, educators, community leaders and business owners of <name of city> to share this fall as we participate in the WONDER #ChooseKind City initiative.

Based on The New York Times best-seller, WONDER <link to @WonderTheMovie Facebook> tells the incredibly inspiring and heartwarming story of August "Auggie" Pullman, a boy with facial differences who enters fifth grade, attending a mainstream elementary school for the first time. The film stars Julia Roberts and Owen Wilson as the parents of a young boy, portrayed by Jacob Tremblay. The film will be released Nov. 17, 2017, by Lionsgate in association with Participant Media and Walden media, only a few days after World Kindness Day, a global celebration of kindness.

We're so excited about this opportunity to spread kindness and we invite you to join us in our efforts. Let us know how you plan to #ChooseKind and inspire others during this initiative. Stay tuned for ways to get involved!


To learn more about the WONDER <link to @WonderTheMovie Facebook> #ChooseKind City initiative, visit <https://cityofkindness.org/choosekind/>



Social Media

One way you can inspire the residents of your city to **#ChooseKind** is by spreading kindness on social media. Here are a few examples of how you can start the kind conversation. Please make sure to use the **#ChooseKind** hashtag on every post.

Facebook

**City Name**
Sponsored (demo) • 🌐

Every kind act is one step closer to creating a kinder world. <CITY> has partnered with @CityofKindness, @Participant Media and @Lionsgate to celebrate the upcoming film @WonderTheMovie by becoming a #ChooseKind city.

👍 Alicia Cooper, Heather Hubbert and 5 others

**City Name**
Sponsored (demo) • 🌐**City Name**
Sponsored (demo) • 🌐



Social Media (Continued)

Twitter



Instagram

Bringing coffee to co-workers, helping a neighbor or giving up your seat on a bus – what does kindness look like to you? All across <name of city>, residents **#ChooseKind** inspired by the upcoming film @WonderTheMovie

Does being kind take time or money? Absolutely not! Learn how to **#ChooseKind** every day (link in bio). @WonderTheMovie @CityofKindness

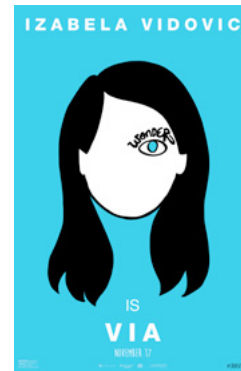
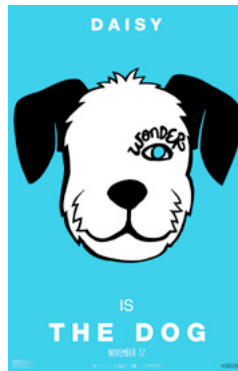
If an act of kindness is performed in <CITY> and no one is around to see it, does it count? Absolutely! Share how you're spreading kindness as part of the **#ChooseKind** city initiative. Track kindness in real time (link in bio)! **#ChooseKind** @WonderTheMovie



WONDER Assets

To download any Poster and Image assets, visit www.lionsgatepublicity.com/theatrical/wonder/

Posters



Image





About city of kindness

city of kindness is a grassroots initiative to work with kindness organizations and leverage the outreach strategies of brands that espouse kindness. By working together, **city of kindness** aims to inspire people to think about what kindness means to them, adopt kindness as a daily ritual for living and use the Kindness Counter, an online aggregator of acts of kindness. **city of kindness** launch partners include Born This Way Foundation, Kind Campaign, KIND Healthy Snacks and Random Acts of Kindness Foundation. Learn more at cityofkindness.org

About Participant Media

Participant Media (www.participantmedia.com) is the leading media company dedicated to entertainment that inspires and compels social change. Founded in 2004 by Jeff Skoll, Participant's content combines the power of a good story well told with opportunities for real world impact and awareness around the most pressing global issues of our time. Participant's more than 75 films, including Spotlight, Contagion, Lincoln, The Help, He Named Me Malala, The Look of Silence, CITIZENFOUR, Food, Inc., and An Inconvenient Truth, have collectively earned 52 Academy Award® nominations and 11 wins, including Best Picture for Spotlight. Participant's digital entertainment division, SoulPancake (www.soulpancake.com), is an award-winning provider of thought-provoking, joyful, and uplifting digital content including such widely popular series as Kid President and The Science of Happiness and reaches an audience of nearly 9 million fans. Follow Participant Media on Twitter at [@Participant](https://twitter.com/Participant) and on [Facebook](https://www.facebook.com/Participant) and [Instagram](https://www.instagram.com/Participant). Follow SoulPancake on Twitter [@soulpancake](https://twitter.com/soulpancake) and on [Facebook](https://www.facebook.com/soulpancake) and [Instagram](https://www.instagram.com/soulpancake).

About Lionsgate

The first major new studio in decades, Lionsgate is a global content platform whose films, television series, digital products and linear and over-the-top platforms reach next generation audiences around the world. In addition to its filmed entertainment leadership, Lionsgate content drives a growing presence in interactive and location-based entertainment, gaming, virtual reality and other new entertainment technologies. Lionsgate's content initiatives are backed by a 16,000-title film and television library and delivered through a global licensing infrastructure. The Lionsgate brand is synonymous with original, daring and ground-breaking content created with special emphasis on the evolving patterns and diverse composition of the Company's worldwide consumer base.

About Walden Media

Walden Media specializes in entertainment for the whole family, creating movies, books and television series that spark the imagination and delight all generations. A subsidiary of the Anschutz Film Group, Walden Media movies include adaptations of notable books, compelling biographies and thrilling accounts of historical events. The company's films are entertaining and commercial, while also telling stories that are inspirational, aspirational and explorational. Past award-winning films include: "The Chronicles of Narnia" series, the "Journey to the Center of the Earth" series, "Nim's Island," "Charlotte's Web," "Bridge to Terabithia," "Holes," "Amazing Grace," and the Sundance Audience Prize Winning documentary "Waiting for 'Superman'."