



FOR IMMEDIATE RELEASE

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King launches Hometown Heroes campaign

Township looking for stories of heroism during COVID-19 pandemic

Do you know a person, organization or business that has made a positive contribution to the community during the COVID-19 pandemic? If so, King Township wants to hear about them.

That's the idea behind the Hometown Heroes campaign we're launching during National Volunteer Week.

"It's been more than a year since the COVID-19 pandemic turned our world upside down. We've had to change and adapt to this new world in countless ways," said King Township Mayor Steve Pellegrini. "Despite all the negative things the pandemic has caused there are many things that have not changed in King Township. Our sense of community, volunteer spirit and willingness to help the most vulnerable."

Over the last year we have seen and heard about tremendous acts of kindness and heroism. We want to hear more of these stories.

If you know person, organization or business that has made a positive difference in the community during the pandemic, please tell us about them in a short 15-second video.

Creating and submitting your Hometown Hero video is easy.

Start your video with a right elbow bump (like a physically distanced handshake). Tell us who your Hometown Hero is and what they have done to make the community a better place during the COVID-19 pandemic in less than 15 seconds. Finish your video with a left elbow bump.

You can watch an example video to see what it looks like at www.king.ca/hometownheroes. You can also find tips to ensure your video looks and sounds as good as possible as well as how to submit them.

The deadline to submit your video is 5 pm on Friday, May 7.

We will share the best videos later this Spring. Help us celebrate our Hometown Heroes and stay safe.

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Media contact

Jason Ballantyne, communications officer | Phone: 905-833-4573 | Email: jballantyne@king.ca

Lying in the heart of the Greater Toronto Area, King Township is located within York Region, one of the fastest growing and diverse economies in Canada. More than 60 per cent of the Holland Marsh, also known as Ontario's salad bowl, lies within King Township. Though predominantly rural, most of King Township's 27,000 residents live in the communities of King City, Nobleton and Schomberg. Residents and visitors are drawn to King because of its rural lifestyle, village atmosphere and quality of life.

For more information visit us at www.king.ca