



LEON COUNTY SHERIFF'S OFFICE

Walt McNeil, Sheriff

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FOR IMMEDIATE RELEASE

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LCSO Declares 2024 as the "Year of ENGAGEMENT" and Launches Spread Kindness Campaign

The Leon County Sheriff's Office (LCSO) announces 2024 as the "Year of ENGAGEMENT," marking a year-long commitment to fostering genuine connections within the community. As part of this initiative, LCSO is launching the Spread Kindness Campaign—an easy, free, and engaging initiative aimed at promoting acts of kindness throughout Leon County.

To kick off the campaign, LCSO produced a video public service announcement featuring its employees, Leon County community leaders, families impacted by gun violence, and local influencers. The PSA offers tips on how community members can promote kindness at work, school, in their workplaces, and in everyday situations.

The campaign will also encourage citizens in Leon County to actively participate in individual acts of kindness, fostering a sense of togetherness and promoting community well-being. Downloadable "Spread Kindness" Challenge cards will be available online and feature unique monthly acts of kindness. Participants are encouraged to challenge themselves, their families, and friends to complete the challenge each month and post pictures of themselves online and use the hashtag #ALLinforKindess. By engaging in these small and simple acts, individuals not only teach others about compassion but also demonstrate how easy it is to be kind.

LCSO will also be delivering goodie bags this week to community leaders and influencers, encouraging them to launch their own Spread Kindness Campaign.

"By blending our dedication to crime prevention with a proactive approach to kindness, we aim to make Leon County an even safer and more compassionate place to live," said Sheriff Walt McNeil.

To take part in this campaign to create a positive and connected Leon County. Download the toolkit from our website, www.leoncountysos.com, under the ALLin Leon tab, and let's make 2024, the "Year of ENGAGEMENT," a year filled with positive engagement, crime prevention, and kindness.

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