



**FOR IMMEDIATE RELEASE**

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**NeighborWorks NEPA Challenges Kindness for Isolated Seniors Amidst Social Distancing**

**Scranton, PA - April 22, 2020** — NeighborWorks Northeastern Pennsylvania is launching the **KindnessWorks Challenge**, a social media initiative addressing senior isolation while following social distancing guidelines.

Senior isolation is a struggle we face as a community in northeastern Pennsylvania. The challenge asks participants to be creative in spreading smiles and showing kindness while practicing safe social distancing. Entering the contest is easy - just document your acts of kindness through photos or videos and post on Facebook using **#KindnessWorks** for a chance to win fun prizes from NeighborWorks NEPA! Each week will offer first place prizes, such as a Weber two-burner propane grill, a Yeti cooler, and a Bose Outdoor Sound System. First place winners will be eligible to qualify to receive a Neighborhood Block Party.

Combatting senior isolation and feelings of loneliness in elderly residents has always been a goal for NeighborWorks NEPA. "Older adults in our community are a gift, full of wisdom and experience. Let's work together as a community to ensure they feel connected to their neighborhoods during this trying time when staying isolated also keeps them healthy and safe," says Mary Endrusick, Aging in Place Coordinator.

**About Neighborworks Northeastern Pennsylvania**

NeighborWorks Northeastern Pennsylvania is a 501(c)(3) nonprofit community development organization that has for more than 35 years helped to revitalize neighborhoods and improve lives throughout the region by addressing the housing needs in our community. Their vision for strong, healthy neighborhoods is built on resident empowerment, neighborhood revitalization, sustainable homeownership, and public-private partnerships.

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**PRESS KIT:**

[KindnessWorks Challenge 16:9 social media image](#)

[KindnessWorks Challenge Square social media image](#)

[KindnessWorks Challenge 15 second video](#)

[KindnessWorks Challenge Logo](#)

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*Senior isolation is a struggle we face as a community. NeighborWorks NEPA is challenging you to get creative, spread some smiles, and show kindness while practicing safe social distancing. Residents of NEPA are asked to document acts of kindness through photo or video and use **#KindnessWorks** for a chance to win fun prizes.*