February Designated the Official Month of Giving Back

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The Halo Effect

Toronto, Ontario (RPRN) 02/02/10 — The Halo Effect asks the world to make a difference one day at a time

-- Launching today, The Halo Effect (http://www.halo.infinity-pr.com) is a social movement encouraging people worldwide to do one good deed every day for 28 days and share their experiences with others.

Unlike random acts of kindness, The Halo Effect is about forethought. Planning 28 things that people can do as individuals or in groups each day takes the focus off themselves and directs positive energy towards others.

Halo Effect founder Leanne Bucaro was inspired by an African ritual that encourages 29 days of kindness, and believes February is the perfect month to demonstrate the power of giving back. “February is the month with a heart around it – it’s a month of love – it has Valentines Day. As Canadians, we are opening up our borders and our hearts to neighbours worldwide for the 2010 Olympic Games. At a time of year when most are experiencing the winter blues – The Halo Effect is nourishment for the soul.”

The Halo Effect is not about money, but instead simple ways to make a difference one day at a time. Whether it is visiting a senior’s home, shovelling a neighbour’s driveway or bringing a warm blanket to a homeless person,

think of ways that you can give back one day at a time. Giving does not have to be monumental; even small, personal gestures can make a big impact on the lives of others. Call a friend and really listen when you ask, “how are you?”

According to Dr. Sanjeev Sharma, ER physician and CEO of Wellpoint Health Services, not only can The Halo Effect benefit those you choose to help, it can also improve the way you feel. “It has been my observation as a physician that good deeds and charitable acts seem to assist an individual in finding physical, emotional and perhaps spiritual balance. Giving time to help others may have health benefits such as lowering blood pressure, regulating heart rate and boosting mood stability, which in turn can lead to a more happy and fulfilled life.”

“Anyone can take part in The Halo Effect,” explains Leanne Bucaro. “We encourage people to share their progress and describe how helping others makes them feel… blog, tweet or Facebook about your experiences, tell co-workers, family. Imagine the possibilities.”

The Halo Effect challenges you to get out of your comfort zone and reach out to the world around you. Join the movement, spread the word. Visit www.halo.infinity-pr.com for more information and start planning your 28 good deeds today.

http://www.halo.infinity-pr.com

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