



## **Weekend of 5/02 – 5/05**

**Media Release  
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### **IMPACT504 Announces City-Wide Weekend of "Spreading LOVE, Bringing HOPE, and Changing LIVES"**

**New Orleans, LA** – New Orleans, a city renowned for its vibrant culture and community spirit, is set to host a special weekend dedicated to spreading love, bringing hope, and changing lives. Local non-profit IMPACT504 is spearheading this initiative, transforming the weekend of May 2<sup>nd</sup> (5/02) to May 5<sup>th</sup> (5/05) into IMPACT504 Day - a city-wide celebration of kindness and community action.

IMPACT504 Founder Percy Marchand emphasizes the importance of this event, stating, "With so much going on all around us, this will be a weekend focused on doing what the 504 does like no other city on the planet – taking care of each other and our city."

Residents, organizations, businesses, churches, and schools are encouraged to participate by engaging in actions, big or small, that bring joy to others. "Acts of kindness always make at least two people's day – the recipient and the giver – and the desired IMPACT is those two people passing it on. Visit with an elderly person, help someone with their groceries, do a block clean-up, or just perform a random act of kindness with no expectation of getting anything in return. Before we can change the world, we have to create the change we want in our own communities and this is a first-step to doing just that," Marchand adds.

IMPACT504 Board Chair Dr. Ciera Singleton echoes this sentiment, saying, "It starts with one person doing good. Then it can spread through the block, then the neighborhood, then the city."

Although these acts of kindness may not cost a penny, their value is immeasurable. Genuine acts of kindness are invaluable investments whose returns are even more and greater acts of kindness.

**For more information on how to participate or to learn more about the weekend's events, please visit [www.IMPACT504.org](http://www.IMPACT504.org).**

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