



PRESS RELEASE

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Berkshire Farm Center Spreading Kindness in 2020 With #BeKindBeBerkshire Challenge

ALBANY - Employees of Berkshire Farm Center and Services For Youth are spreading kindness with each positive message they write on post-it notes left on their co-workers desks, in coffee shops, and around the Capital Region as part of their #BeKindBeBerkshire challenge that they hope inspires others to pass on the positivity and kindness.

Packs of #BeKindBeBerkshire post-it notes have been distributed to employees who have been writing kind words on them and sticking them on desks, computers, doors, and countertops both at work and out in the community. As part of the challenge, they then snap a picture of their note and post to Berkshire's Instagram or Facebook page @Berkshirefarmcenter, using the hashtag #BeKindBeBerkshire, then tag three friends to do the same. Employees are encouraged to leave as many #notesofkindness in as many places as they can in order to spread kindness and have a chance to win kindness giveaways.

"With so much negativity in the world, we see the value of promoting kindness to counteract that and bring some positive vibes and kind words into people's lives," said Brian Parchesky, President and CEO of Berkshire. "You never know how much your simple kind words can mean to someone who may be having a bad day or struggling with stress. The ultimate kindness to us here at Berkshire Farm Center is those who choose to become foster parents and make a difference in the lives of children at a scary and uncertain time in their lives."

Every day 69 children enter foster care in New York State. In the Capital Region there are 100's of children served and more coming in every day. When children are removed from their homes, it's usually on an emergency basis and they are in need of a safe place to live while relatives, who may be able to help, are contacted. Foster families fill that important role of providing a loving home while permanent arrangements can be made.

Berkshire Farm Center & Services for Youth was founded in 1886 with a focus of healing and strengthening children in a family setting. Today, they continue to strengthen children and families through their many preventative programs so they can live safely, independently, and productively within their home communities. Berkshire also trains and certifies foster families and provides ongoing support to them in order to ensure that children in need of care outside their home have a safe haven.

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