

HMSHost shares love with 1,000 Acts of Kindness campaign

By **Hibah Noor** on February, 18 2019 | Retailers



HMSHost's Share Your Love message board enables travelers to create positive messages on fun cards for kids in children's hospitals

Global restaurateur HMSHost rolled out its Valentine's Day campaign across US airports in February.

The Share Your Love campaign aims to empower its customers to deliver a random act of kindness to others.

Its 1,000 Acts of Kindness experience seeks to leave travelers with the unexpected fulfillment of uplifting someone's day.

The campaign provides a way for travelers to create cheerful notes of encouragement for children's hospitals, make a signature Valentine's Day-themed cocktail, along with a social media contest to inspire spreading joy outside of airports.

Said HMSHost Vice President of Marketing and Communications Atousa Ghoreichi: "In today's world, we can all benefit from some positivity. HMSHost has set out to create memorable occasions in the traveler's journey that not only adds an engaging airport experience, but most importantly empowers

each traveler to take a moment and share kindness with their fellow travelers.

“As the name suggests, the goal is to deliver 1,000 Acts of Kindness throughout the airport community over the course of the events. Over the next few weeks, travelers should be on the lookout for the Share Your Love experience in select airport terminals.”

Travelers are encouraged to pick an Act of Kindness card that informs them of their kindness mission. For example, the act could be to: give a rose to a fellow traveler or airport employee to make their day; or buy a coffee for the person behind them in line. HMSHost will provide the traveler with the item to carry out the Act of Kindness.

Each airport event features an HMSHost Share Your Love message board where travelers can create positive messages on fun cards for kids in children’s hospitals. Once the board is full, the notes are given to children’s hospitals to bring happiness to kids and families in need.

To show appreciation for travelers who write a card for the board, HMSHost is offering them a premium dark chocolate bar and Valentine’s Day card, including a 15% discount offer at participating HMSHost dining locations.

The Share Your Love airport events are taking place at Charlotte Douglas International, Chicago O’Hare, George Bush Intercontinental (Houston), Atlanta Hartsfield-Jackson, Miami International, Nashville, Orlando International, Palm Springs, and San Francisco.

Heart’s Desire, a specialty cocktail, debuts at selected airports and was created specially for the Valentine’s Day season.

Even if travelers are not at one of the participating airports, they can share with HMSHost a random act of kindness on social media using #HMSHostLove for a chance to win a US\$500 gift card.