

Press Release: For immediate release

Team Nice and The Niceties-Token Campaign would like to announce:

Be Nice To Transport Workers Day

Monday 18 February

Following on from the continuing success of the Niceties Tokens campaign, Team Nice (the ever expanding group of nice people) is proposing a 'Be nice to transport workers day' for Monday 18 February.

Public transport in London and elsewhere can be a daily nightmare for commuters, and many of us take out our frustration with the system on the people who work on it. We want to try to rebuild the relationship between transport workers and the travelling public by showing a bit of appreciation of the job they do.

Team Nice would like to invite everyone to participate in this day.

What do we want you to do? Nothing onerous. Offer your bus driver or station staff a smile in the morning, acknowledge them, perhaps even say hello. Strike up a conversation if you feel like it, and try not to let your irritation at a cancelled train express itself through rudeness to staff. And that is pretty much it. Why? Well, Team Nice simply believes that the more smiles and niceness we put out in the world the nicer the world will be. Transport workers will have a nicer day at work on Monday if people are nicer to them.

Aggressive behaviour creates defensive reactions. Over time, if you are subjected to rudeness and bad manners day in day out.

More than 3,000 assault cases were recorded in the British Transport Police (BTP) annual report for 2006/07 - a rise of 8% on the previous year.

http://www.btp.police.uk/documents/Annual%20Report_07.pdf

Why should we just accept that it is a sign of the times? If we are all a bit nicer to each other we can quash anti-social behaviour. And we only need to take small steps, so please say good morning to your bus driver or smile at the ticket inspector, on Monday 18 February and make their days a little better. The knock on effect may even make your day a little better too.

This press release has been sent out on Monday 11 Feb, and the information will be posted to Team Nice members by Friday 15th February.

Niceties Tokens is a product of Team Nice. Team Nice has currently 1,400 members across the world. For more information of Team Nice and the Niceties-token campaign please see www.niceties-token.com or email us at team.nice@niceties-token.com

Or call Liz on 07764 278949

Many thanks

x