

weekend roundup

# Say THANK YOU!

City of Manila declares Oct. 20 as National Thank You Day

In a study conducted by *Reader's Digest*, Metro Manila ranked among the least courteous cities in the world. An integral part of the test was to check whether the residents of a city constantly say thank you.

In response to this upsetting report, Manila Mayor Alfredo Lim, together with Vice Mayor Isko Moreno, took initiatives in declaring Oct. 20 as National Thank You Day by signing a city ordinance at the Manila City Hall. The legislation also makes Manila the pioneering city to declare a "Thank You Day" in the country.

Both officials recognize the fact that simple acts of kindness such as saying "thank you" can have a positive impact on the way people interact. This is supported by previous researches conducted by social psychologists who found a strong correlation between saying thank you and empathy, civility, and happiness. The studies further affirm that in today's fast paced, high-tech existence where there is often little time to impart the basics of politeness, expressing gratitude can go a long way in forging strong interpersonal relationships.

The National Thank You Day is a partnership between the City of Manila and Swiss chocolate brand Toblerone. Together, they have been organizing innovative campaigns specifically designed to encourage Filipinos to express gratitude more often. Through this collaboration,



**SWEET THANK YOU.** The City of Manila together with Toblerone celebrates National Thank You Day on Oct. 20, where for the special event several music artists such as (clockwise from top left) Salindiwa, Mozzie, True Faith, and Cynthia Alexander composed original songs of gratitude.

a series of events and activities will culminate in the Oct. 20 Toblerone National Thank You Day at the SM Mall of Asia. A concert by top bands, who composed original songs in support of the campaign, will be one of the event's highlights. These original songs are artists' own distinct way of "singing out" their gratitude to Filipino music lovers.

Mayor Lim and Toblerone look forward to seeing more and more Filipinos making a habit of saying these two powerful words and, more important, actually meaning what they say. ■