

National Thank You Day Testimonials

The National Thank You Day campaign was brilliant from start to finish. The concept--to honor the everyday thank you--was something we all felt very strongly about. Everyday thank-yous are the small acts of kindness we witness but may not think about--the school janitor who greets each child by name and watches out for kids in trouble; the mom who quietly arranges for casseroles and car pooling for the family in the neighborhood fighting cancer; or the woman who without fanfare makes hundreds of brown bag lunches to give to the homeless. Kindness has the power to change our neighborhoods, communities and society into the civil place we would all like it to be. By soliciting stories of everyday thank-yous we discovered extraordinary people doing wonderful things. These acts, no matter how large or small, did not go unnoticed, as evidenced by the heartfelt submissions written by the people upon which these kindnesses were visited. Choosing a winner was so hard! But presenting JoAnn Miller with her prize on that beautiful September morning is an experience I won't soon forget. While conventional wisdom holds that the media doesn't want "good news" stories, I found just the opposite to be true. Reporters loved to hear about this campaign, about the importance of thank-you, who they might be forgetting to thank, creative ways to express thanks, and of course, the stories that were submitted. I've worked on many campaigns, but none had the feel-good vibe of this one."

— Peggy Post, The Emily Post Institute

"I would like to send a grateful 'Thank You!' out to Peggy Post and merci Chocolates. Going to New York right before Christmas was a dream come true for us. We stayed at the "W" on Times Square where the accommodations were so luxurious! We shopped, went to see the Christmas tree and watch the ice skaters at Rockefeller Center. As we were walking around Rockefeller Center, a synchronized light show of snow flakes appeared on the skyscrapers, complete with holiday music. It was magical! Dinner at Bobby Flay's Mesa Grill was a culinary delight; I could not have imagined the combination of ingredients in our entrees, but I can assure you it was wonderful. And taping the Rachel Ray show was so much fun. I'd never been to a TV studio before, and had no idea how filming took place. There was a lot of warmth and laughter on the show, and we really felt like 'stars!' So *Merci Beaucoup!!* This was a once in a lifetime experience for the four of us, and we will treasure the memories.

The most important thing to come from winning the National Thank You Day award was the "ripple effect" it had on our community. Mary's generous thought to write a thank you note has affected the lives of so many people, as you can see from my husband's email. One person, one small gesture started a process which is making one small corner of the world a brighter, better place."

— JoAnn Miller, Grand Prize Winner

"Sometimes it seems our lives are so busy, we don't have time for the simple courtesies. That's why I was so interested in National Thank You Day to begin with. It was a reminder to me that giving thanks to those who make the extra effort is important. I know the people in Camden thanked JoAnn every time she was there for her efforts on their behalf, but I wanted her to know I appreciated what she taught me as well.

We all have people around us who do little things - like helping us with paperwork, or babysitting our kids, or even just making a peanut butter sandwich - that really mean a lot in the scheme of things. It's wonderful that Merci established a day to remind us to thank those people and tell them how they've touched our lives. We all enjoy watching actors, athletes and other celebrities give their thanks when they win awards, but having caring people around us is an award in itself. So why not use National Thank You Day to give our own 'thank you speech' to those unsung 'heroes' who make life a little fuller for us?"

— Mary Lebeau, Grand Prize Nominator