



## Say hello to the world's kindest advent calendar

The Christmas season is fast approaching and there is nothing quite like a good advent calendar to assist with the count down. As much as we love a chunk of chocolate to start the day, why not change up your tradition this year and join the kindness movement with an 'Inspire Advent Tree'.

The Inspire Advent Tree is an interactive, freestanding wooden count down calendar with 24 magnetic wooden shapes, one for each day of advent. Each numbered shape has a festive picture or print on one side and an act of kindness to carry out that day on the other. The calendar is aimed at children three and over and includes actions such as 'Donating a toy to charity' and 'Paying someone a compliment'.

Founders Ben and Caroline Floyd set up 'Inspire' during the early days of Covid-19 lock down, as a way of teaching their children about the importance of helping people in need and to be able to raise funds for UK charities who were struggling in the pandemic.

Caroline said "We all crave moments of fun as a family, particularly in December. The Inspire Advent Calendar aims to bring you those moments of joy, while also teaching your kids the impact of kindness - how good it can make them and those around them feel. And we love that the beautiful wooden design can be used year after year to make memories and add to your family Christmas decorations."

The Inspire Advent Tree is just the beginning of an exciting line of products, which will be available throughout the year to inspire kindness in every season.

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Co-Founder Ben said 'All profits are donated to charity and this initial product will be raising funds for 'Best Beginnings', a charity we have been so inspired by, working to give every child the best start in life.'

**The Inspire Advent Tree retails for £45 and is available from <https://inspire.charity/>  
Instagram: @inspire.charity**

**For further information, images or samples please contact:  
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## Notes to editors

### How it works:

- **Buy the calendar** and every penny of profit we generate will go to a wonderful charity
- **Find the number** that corresponds to the day in December
- **Turn the piece around**, read and complete the act of kindness
- **Repeat each day** until you have a beautifully dressed tree

### General information:

The tree comes in three-tree parts which slot together and easily come apart to be stored flat.

**Height 41.5cm and base diameter 18cm**

Caroline and Ben are a British couple currently residing in New York City where Caroline is a news anchor for Bloomberg. They have two young children.

More information on Best Beginnings can be found on their website at:

<https://www.bestbeginnings.org.uk/>

