

Published March 31st, 2021 'Show of Kindness' supports Asian-run businesses in Lamorinda By Pippa Fisher



From left: Mattea Rosen (age 9), Jennifer Rosen, Arianna Rosen (age 9), and Kalpana Gurung, owner of Kalpana Threading, located on Brown Avenue in Lafayette. Photo provided A Lafayette resident has organized a Lamorinda-wide outreach intended to show kindness and support for Asian-owned and operated businesses in the community following recent horrific attacks targeting Asians in the Bay Area and beyond.

Jennifer Rosen says that she found reports of the attacks really disturbing and while reading through the many outraged posts denouncing the violence on social media, she started to wonder what she could do to actually make Asians feel welcome and at home in this community.

Rosen decided to organize a drive called "Show of Kindness" for residents to express their support by bringing flowers and other small gifts with cards signed online, to be personally delivered on March 23. She explains that the flowers represent brightness at this time.

"At first I thought I would do it alone, just in Lafayette," said Rosen, "But by reaching out to the community through social media I was able to reach all of Lamorinda."

Rosen and her daughters delivered cards and orchids to four Lafayette businesses - Marshall Steele Cleaners, Kalpana Threading, Johnny's Donuts, and Rivulet Chiropractic.

Overall, the community as a whole delivered flowers and cards to 28 businesses in Lafayette, 15 in Orinda, and three in Moraga, including restaurants, dry cleaners, beauty and nail salons, chiropractors, and optometrists, according to Rosen, with more planned.

"The business owners and workers were deeply appreciative for our show of support and solidarity," said Rosen. "I am so impressed by everyone in our community who rallied together to let our fellow neighbors know that we will not tolerate hate in our community."

Reach the reporter at: pippa@lamorindaweekly.com

back_ Copyright C Lamorinda Weekly, Moraga CA