



***For Immediate Release***

Covert Aire direct contact: 843-706-5090  
Melanie Thomas, [m.thomas@covertaire.com](mailto:m.thomas@covertaire.com)

**LOCAL BUSINESS CAUGHT PERFORMING RANDOM ACTS OF KINDNESS**

**BLUFFTON, S.C.** – The staff of Covert Aire™ has launched a July RAK (random acts of kindness) campaign throughout the Lowcountry. Members of the Covert Aire™ team have recently been sighted surprising individuals with RAKs (Random Acts of Kindness) as a part of Covert Aire’s 10th Anniversary celebration. They want to commemorate their tenth anniversary by showing appreciation to the community at large that has helped build the company into what it is today. Mike Covert, the company’s owner, as well as other staff members have plans to perform 10 random acts of kindness in the month of July one for each year of business.

“Covert Cares has been a mantra for our business for the past ten years,” says Mike Covert.

“Sharing these random acts of kindness with our neighbors is an ideal way to celebrate our tenth anniversary. Why spend the money on a party! We decided as a company that we wanted to give back to people where we live and work. ”

Covert Aire™ started in July of 2007 and became successful in the beginning largely due to the residents of Sun City who called on Mike to install or repair their heating and air systems. In ten years the company has grown to serve residents and businesses throughout the Lowcountry, Savannah and other regional areas in the state of South Carolina and Georgia. The company’s

core value statement emphasizes caring for others through their heating and air services and giving back to others as a high priority to success in what they do. Covert Cares.

The idea of performing random acts of kindness was chosen as a way for all members of the Covert Aire™ team to celebrate the company's 10th anniversary. The acts of kindness will range from buying groceries, to paying for coffee at local coffee shop, to purchasing a teacher's classroom wish list. The staff also plans to hand out glasses of sweet tea at the Bluffton Farmer's Market, buy unsuspecting people's lunches, and pay for hair cuts at a local salon.

Each act will be accompanied by a card that encourages the recipient to pass along the kindness in his or her own way – to pay it forward. The card will mention that the person has been RAK'd with a positive message of encouragement. The Covert Aire™ team hopes to create a catalyst for good in neighborhoods.

### **About Covert Aire™**

Covert Aire™ is a family run business based in Bluffton, SC, and serves the SC Lowcountry and midlands, sea islands and sand hills of GA. Covert Aire provides heating, ventilation and air conditioning products and services for residential, commercial, industrial, institutional, healthcare, and retail. The staff is nationally certified by organizations such as NATE, EPA, NIULPE, ACCA, ASHRAE and other certifying organizations. The company has received numerous awards and recognition for their growth and success.