

FOR IMMEDIATE RELEASE

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MEDIA ALERT FOR SATURDAY, AUGUST 8, 2009

San Diego Children Participate in The Great Kindness Challenge

WHAT: On Saturday, August 8, children throughout San Diego will join the second annual **Great Kindness Challenge** presented by **Kids for Peace**, an international nonprofit organization based in San Diego and dedicated to uplifting our world through love and action. The Great Kindness Challenge Checklist with suggestions for 50 acts of kindness can be downloaded here: www.greatkindnesschallenge.org

Throughout the day, children accomplish simple, kind deeds, such as giving compliments, picking up trash, hugging a sibling and making thank-you cards for community members. With a goal of one million participants, there are currently 25 countries in six continents participating. Below are acts of kindness San Diego children will partake in:

WHEN: 10:00am – 10:30am

WHERE: Rancho Penasquitos Fire station: 13393 Salmon River Rd, SD, 92129

Rancho Penasquitos Police Department: 13396 Salmon River Rd, SD, 92129

WHAT: Young children will bring donuts & thank you cards to firefighters and police officers.

WHEN: 11:00am – 1:00pm

WHERE: San Diego Humane Society, 5500 Gaines St., San Diego, CA 92110

WHAT: Kids for Peace interns & children will host a lemonade stand and donate proceeds.

WHEN: 12:30pm – 2:00pm

WHERE: Moonlight Beach, Encinitas

WHAT: Youth will spell out “**BE KIND**” with the trash they pick up on the beach.

WHEN: 7:00pm – 10:00pm

WHERE: Moonlight Beach, Encinitas

WHAT: Bonfire Celebration & Sing Along: San Diego families will join together to share stories, sing songs, make s’mores and celebrate their day of kindness.

MORE: Children are encouraged to upload photos, videos and stories as well as download a **Certificate of Accomplishment** at www.greatkindnesschallenge.org.

*The mission of **Kids for Peace** is to cultivate every child’s innate ability to foster peace through cross-cultural experiences and hands-on arts, service and environmental projects.*

Kids for Peace has over 50 registered chapters around the world. To learn more about Kids for Peace, including how to donate or start your own chapter, visit www.kidsforpeaceusa.org. ###