

**FOR IMMEDIATE RELEASE**

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**GREAT KINDNESS CHALLENGE CELEBRATED BY CHILDREN AROUND THE WORLD**

***Third Annual Day of Kindness Reached 50 Countries***

[Carlsbad, California, USA -- August 17, 2010] – Kids for Peace announced today that The Great Kindness Challenge, held Saturday, August 14<sup>th</sup>, reached at least 50 countries, and all 50 US states, based on website data.

The Great Kindness Challenge is one day where kids around the world do acts of kindness, using a checklist of 50 suggestions available on the event website: <http://www.greatkindnesschallenge.org>. This year's event was the third annual Challenge. It takes place on the second Saturday in August.

On Saturday, children around the world gave smiles, hugs and heart-shaped cards. They gathered in groups to clean up streets, parks and beaches and to tend community gardens. They made and sold cookies, brownies and lemonade to raise money for various causes, from local animal shelters to global nonprofits. They delivered treats and thank you messages to public servants, from firefighters to librarians to elected officials. They did kind deeds for seniors, military families, the homeless, the hospitalized, for family members, friends and strangers.

Now that the event has passed, Kids for Peace encourages participants to visit The Great Kindness Challenge Facebook page (<http://www.facebook.com/pages/The-Great-Kindness-Challenge/109624066267>) to share their experiences by posting comments, photos and/or videos. Posts will count as entries in a random drawing, where one winner will receive two round-trip tickets on Southwest Airlines and 18 winners will each receive a case of KIND snack bars. The contest ends August 21<sup>st</sup>.

The global success of this year's event is thanks to dozens of partners, such as Kids Care Clubs, Camp Fire USA, Me to We, Surfrider Foundation and the Random Acts of Kindness Foundation, who promoted the event to their members and supporters.

Kids for Peace is grateful to have the generous support of its event sponsors. Hasbro, Inc. is the Presenting Sponsor of The Great Kindness Challenge. Southwest Airlines and KIND Healthy Snacks are both Gold Sponsors. CRT/tanaka, Envisager Studio and Hay House are the three Silver Sponsors.

**About Kids for Peace**

Kids for Peace is a global, nonprofit 501(c)(3) organization dedicated to uplifting our world through love and action. Our mission is to cultivate every child's innate ability to foster peace through cross-cultural experiences and hands-on arts, service and environmental projects. Once a small neighborhood group of children, Kids for Peace has grown to over 50 chapters worldwide. Each chapter, made up of boys and girls of all ages, meets regularly to fulfill our peaceful mission. For more information, visit [www.kidsforpeaceusa.org](http://www.kidsforpeaceusa.org).

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