

Children Across the World to Participate in The Great Kindness Challenge

Kids for Peace Aims to Rally One Million to Perform Acts of Kindness

San Diego, Calif. (July 13, 2009) – On Saturday, August 8, children everywhere are encouraged to join the second annual Great Kindness Challenge. 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.

The Great Kindness Challenge is presented by Kids for Peace, an international, nonprofit organization dedicated to uplifting our world through love and action. Through cross-cultural experiences and hands-on arts, service and environmental projects, Kids for Peace strives to cultivate every child's ability to foster peace. Based in San Diego, Kids for Peace has over 50 registered chapters across the world.

"We started The Great Kindness Challenge last year, with just a few chapters in the San Diego area. It was just amazing to hear the children talk about their acts of kindness and witness the love they spread," said Kids for Peace Executive Director, Jill McManigal. "It was such an incredible day that we were inspired to share this with the world and aim for a million participants this year."

Children and parents can learn more about The Great Kindness Challenge by visiting www.greatkindnesschallenge.org. From the website, participants can download The Great Kindness Challenge Checklist and, at the end of the big day, download a Certificate of Accomplishment. The Great Kindness Challenge is also included as a volunteer opportunity on the United We Serve website (www.serve.org) founded by President Obama.

To learn more about Kids for Peace, including how to donate or start your own chapter, visit www.kidsforpeaceusa.org.

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