

## **The Great Kindness Challenge Reaches Six Continents**

### ***Communities Around the World Benefit From Children's Kind Acts***

San Diego, Calif. (August 20, 2009) – Kids for Peace announced today that this year's Great Kindness Challenge involved at least 35 countries, spanning six continents.

The Great Kindness Challenge is one day where kids around the world dedicate themselves to performing as many acts of kindness as possible, using a checklist of 50 suggestions available at [www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org). This year's Challenge was held on Saturday, August 8, 2009, with a goal of over one million youth participants.

"I am so thrilled that people not only all over the United States, but also throughout the Americas, Europe, Africa and Asia took part in The Great Kindness Challenge," said Kids for Peace Executive Director and Co-Founder Jill McManigal. "Just think about the impact of all those acts of kindness, bringing so much joy to the kids participating and to the many recipients of their kind deeds. For me, the best part was hearing from a 7-year-old girl who said it was her 'best day ever.'"

In addition to Kids for Peace, many other groups supported and participated in The Great Kindness Challenge. Kids Care Clubs promoted the Challenge to its 1,800 chapters worldwide, one of its chapters preparing a special dinner for cancer survivors. A group of Girl Scouts delivered treats to local fire stations and the public library. One YMCA involved all 250 of its campers in acts of kindness. A first-grade teacher made it a class project for her 20 students. Boys and Girls Clubs, Big Brothers, Big Sisters, church groups and other organizations also took part.

Kids for Peace chapters in San Diego held the first Great Kindness Challenge in August 2008. Inspired by its success, Kids for Peace set out to make this year's Challenge a global event, aiming to rally one million children to perform kind deeds. Next year's Great Kindness Challenge will be held on August 14, 2010.

The Great Kindness Challenge is presented by Kids for Peace ([www.kidsforpeaceusa.org](http://www.kidsforpeaceusa.org)), 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 innate ability to foster peace. Based in San Diego, Calif., Kids for Peace has over 50 registered chapters across the world.

The Great Kindness Challenge is sponsored by Hasbro ([www.hasbro.com](http://www.hasbro.com)), a worldwide leader in children's and family leisure time products. Hasbro's brands include Transformers, Playskool, Tonka, Milton Bradley, Parker Brothers, Cranium and Wizards of the Coast.

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