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**THE GREAT KINDNESS CHALLENGE OFFERS PRIZES FOR FACEBOOK POSTS**

***Participants in Global Day of Kindness Can Win Southwest Airline Tickets, KIND Snack Bars***

[CARLSBAD, Calif., -- August 12, 2010] – Kids for Peace announced today that participants in The Great Kindness Challenge can win prizes by posting comments, photos and/or videos on The Great Kindness Challenge Facebook page (<http://www.facebook.com/pages/The-Great-Kindness-Challenge/109624066267>).

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>.

Many youth groups around the world participate in this special day, including YMCAs, Boys and Girls Clubs, Girl Scouts, summer camps, schools and church groups. Dozens of organizations have joined as official partners, promoting the event and organizing group activities and events.

Last year's Challenge reached 35 countries, spanning every continent except Antarctica. This year, for the 3rd annual event, Kids for Peace is aiming for one million youth participants across at least 50 countries.

After their day of kind acts, participants are invited to visit The Great Kindness Challenge Facebook page and share stories of kind deeds and what it meant to them and others. By posting comments, participants are eligible to win prizes in a random drawing. One winner will receive two unrestricted, round-trip tickets on Southwest Airlines. Eighteen other randomly selected winners will each receive a 72-count case of KIND snack bars.

Each post on the wall of The Great Kindness Challenge Facebook page counts as one entry. Posts that also have a relevant photo and/or video attached will count as two entries. Only one post per person will be entered in the contest. The deadline for posts/entries is August 21st at 11:59pm Eastern Daylight Time (UTC-04). Winners will be notified by August 30th.

**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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