

## **FOR IMMEDIATE RELEASE**

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### **KIND HEALTHY SNACKS TO SPONSOR THE GREAT KINDNESS CHALLENGE**

#### **Kids Worldwide Can Win KIND Bars in “Kindness Matters” Photo Sweepstakes**

CARLSBAD, CA (May 17, 2010) – Kids for Peace announced today that KIND Healthy Snacks has become a Silver Sponsor of The Great Kindness Challenge.

The Great Kindness Challenge is one day where kids around the world perform acts of kindness. Participants choose from a 50-item checklist of suggestions, ranging from holding the door open for someone to picking up trash to making sack lunches for homeless people. The 3rd annual Great Kindness Challenge will be held on August 14, 2010, with a goal of involving one million youth worldwide. For more information, visit: [www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org).

The Great Kindness Challenge is presented by Kids for Peace, whose mission is to cultivate every child’s innate ability to foster peace through cross-cultural experiences and hands-on arts, service and environmental projects.

As part of their sponsorship, KIND Healthy Snacks is offering cases of their fruit and nut bars as prizes in the “Kindness Matters” Photo Sweepstakes. The photo contest is part of a global kindness campaign culminating in The Great Kindness Challenge. Parents are invited to submit photos of their children featuring the words “Kindness Matters.” By submitting a photo, each participant will enter a sweepstakes for a chance to win prizes from KIND and other sponsors. Twenty-five randomly selected 2nd Prize winners will each receive a case of KIND bars. In addition, entrants could have their photo featured in the “Kindness Matters” video. Contest details can be found on The Great Kindness Challenge website ([www.greatkindnesschallenge.org](http://www.greatkindnesschallenge.org)).

"KIND Snacks is an excellent match for The Great Kindness Challenge and our Kindness Matters campaign," said Jill McManigal, Kids for Peace Co-Founder and Executive Director. "In addition to providing healthy snacks that are kind to one’s body, they are doing a great deal to promote acts of kindness and to support nonprofits through their KIND Movement. We are proud to have KIND as a partner and are grateful for their generous support."

"The alignment of our missions and shared commitment to service and kindness made this partnership an ideal fit," explained Daniel Lubetzky, founder and CEO of KIND Healthy Snacks. "We are thrilled to support Kids for Peace and the Great Kindness Challenge, and we are dedicated to working together to make this world a bit kinder."

#### **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).

### **About KIND Healthy Snacks**

Launched in 2004, KIND Healthy Snacks (KIND) is a healthy foods company headquartered in New York, NY that produces foods that are "KIND to your body, your taste buds and the world."

Currently, KIND offers two lines of award-winning, all-natural whole nut and fruit bars - KIND Fruit & Nut and KIND PLUS. Since its launch in 2004, KIND's handmade bars have quickly ascended the ranks of the nutrition bar category to become one of the top selling brands in natural food stores across the United States. Available in more than 35,000 retail locations, KIND offers a delicious, wholesome, and healthy alternative to the mashed-up energy bars largely composed of emulsified fillers like high-fructose corn syrup and hydrogenated oils. Among other high praise and awards, KIND won Health Magazine's "Snack of the Year", and KIND PLUS won the "Best New Product" award at Natural Products Expo East in October 2008. Learn more about KIND by visiting us online at [www.KINDSnacks.com](http://www.KINDSnacks.com).