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KIDS FOR PEACE ANNOUNCES “KINDNESS MATTERS” PHOTO SWEEPSTAKES

Entrants Can Win Two Round-Trip Tickets on Southwest Airlines

CARLSBAD, CA (May 5, 2010) – Kids for Peace announced today that it has launched its “Kindness Matters” Photo Sweepstakes. As part of a global campaign to inspire acts of kindness, Kids for Peace is inviting parents to submit photos of their children posing with the words “Kindness Matters.” How the words are displayed is up to the entrant’s imagination. They could be on a hand-made sign, a t-shirt, sculpted in clay, spelled with rocks or shells or pictured in any other way imaginable.

One randomly-selected winner will receive two unrestricted round-trip tickets on Southwest Airlines. Twenty-five 2nd Prize winners will each receive a case containing 72 KIND healthy snack bars. And 25 3rd Prize winners will each receive a hardcover copy of the popular children’s book, “Incredible You,” by Dr. Wayne Dyer.

Entrants will also have the chance to have their photo featured in a video promoting The Great Kindness Challenge (www.greatkindnesschallenge.org), Kids for Peace’s signature event. The Great Kindness Challenge is one day where kids around the world perform acts of kindness, choosing from a downloadable checklist of 50 suggestions. The 3rd annual Challenge will be held on August 14, 2010, with a goal of inspiring over one million youth to participate in at least 50 countries.*

To enter the “Kindness Matters” Photo Sweepstakes, simply follow the link on The Great Kindness Challenge website (www.greatkindnesschallenge.org) or click the “Contests” tab on The Great Kindness Challenge Fan Page on Facebook.

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.