



BRIGHT HORIZONS JOINS THE GREAT KINDNESS CHALLENGE

Partnership with Kids for Peace Encourages Children to Perform Acts of Kindness

[CARLSBAD, Calif., -- August 9, 2010] Kids for Peace is proud to announce that, in partnership with Bright Horizons, Bright Horizons child care centers and schools throughout the US will participate in The Great Kindness Challenge this week.

The Great Kindness Challenge encourages children around the world do kind acts, offering a checklist of suggestions provided by Kids for Peace. This year's Challenge, the third annual event, takes place on August 14 and aims to get at least one million young people to take the challenge.

Many Bright Horizons centers and schools will feature activities from The Great Kindness Challenge throughout the week of August 9-13. Examples of "kind acts" students will be encouraged to perform include:

- Inviting a child to play whom they have never played with before.
- Starting a classroom coin jar and donating the money to a charity the children help select.
- Writing and sending a thank you note to a community worker such as a fire fighter, crossing guard, librarian, etc.

"Our Toward a Better World curriculum aims to broaden children's awareness and encourage caring, connection and compassion for others," says David Lissy, CEO of Bright Horizons. "We are excited to participate in The Great Kindness Challenge since it's such a great fit for our curriculum and will help us demonstrate to young children that even small acts of kindness can make the world a better place."

"We are honored to have Bright Horizons as a partner and are very excited that they are promoting The Great Kindness Challenge to their centers and schools," says Jill McManigal, Kids for Peace Co-Founder and Executive Director. "We really admire them for making 'empathy, compassion and social awareness,' a key component in their curriculum, as those values are at the heart of Kids for Peace."

Information about The Great Kindness Challenge can be found at www.greatkindnesschallenge.org/.

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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.

About Bright Horizons Family Solutions

Bright Horizons Family Solutions® (www.brighthorizons.com) is the world's leading provider of employer-sponsored child care, early education and work/life solutions. Bright Horizons® serves more than 800 clients across the U.S., Europe, and Canada, with programs including child care and early education, back-up care, elder care, college counseling, and work/life consulting. The company operates more than 700 child care and early education centers across the U.S., in Europe, and Canada. Bright Horizons was recently named for the 11th time as one of FORTUNE magazine's "100 Best Companies to Work for in America."