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CHILDREN'S GROUPS JOIN FORCES TO MOBILIZE ONE MILLION YOUTH IN DAY OF KINDNESS

Partners Form Global Effort to Promote The Great Kindness Challenge on August 14th

CARLSBAD, CA (July 19, 2010) – Kids for Peace announced today that Kids Care Clubs, Camp Fire USA, Me to We and numerous YMCAs are among the many groups that have joined as partners in promoting The Great Kindness Challenge. Together they aim to inspire one million youth to perform acts of kindness on August 14th.

The Great Kindness Challenge is one day where kids around the world do kind acts, choosing from a 50-item checklist of suggestions such as holding the door open for someone, picking up trash and making sack lunches for homeless people. To learn more, and download the checklist, visit www.greatkindnesschallenge.org.

"We are excited to have so many great organizations joining us in this cause," says Jill McManigal, Kids for Peace Co-Founder and Executive Director. "We are so grateful for all they are doing to encourage their members and supporters to participate in The Great Kindness Challenge. Together, our efforts will help many, many kids appreciate the value of being kind to others, to animals, to our planet and to themselves."

Kids Care Clubs was a major partner in the 2009 Challenge, which reached 35 countries, spanning six continents. Maureen Byrne, Director of Kids Care Clubs at generationOn, says "Kids Care Clubs is once again proud to partner with Kids for Peace to develop compassion in children and encourage a lifelong commitment to service by participating in The Great Kindness Challenge 2010. Members of Kids Care Clubs and kids who have participated in the GKC know that even the smallest act of kindness can make a difference."

Other partner organizations joining the global campaign to promote kindness include the Random Acts of Kindness Foundation, the Tariq Khamisa Foundation, The Dream Project and Kids Korps. Those interested in becoming a partner can email the GKC at info@greatkindnesschallenge.org.

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.

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