

**FOR IMMEDIATE RELEASE**

CONTACT: Rick Moore, [rick.moore@greatkindnesschallenge.org](mailto:rick.moore@greatkindnesschallenge.org), 858-414-4962

**YOUTH WORLDWIDE PLAN KIND ACTS FOR AUGUST 14**

**Annual Great Kindness Challenge Poised for Record-Setting Participation**

CARLSBAD, CA (July 26, 2010) – Kids for Peace announced today that they are approaching their goal for this year's Great Kindness Challenge on August 14<sup>th</sup>: one million youth participants in 50 countries.

The Great Kindness Challenge is one day where kids around the world do kind acts, choosing from a 50-item checklist of suggestions that can be downloaded at: <http://www.greatkindnesschallenge.org>. With nearly three weeks to go, the checklist has already been downloaded in 18 countries, spanning every continent except Antarctica.

The momentum continues to build thanks to organizations like Kids Care Clubs, Camp Fire USA, Me to We, the Random Acts of Kindness Foundation, Surfrider Foundation and numerous YMCAs that are promoting The Great Kindness Challenge to their members and supporters.

"It's thrilling to see so many individuals and groups expressing interest, helping spread the word, and planning special activities for this year's Challenge," says Jill McManigal, Kids for Peace Co-Founder and Executive Director. "And it's being shared in so many ways. Some people are downloading and posting our flyer. Others are telling their friends via email and Facebook. And many of our partner organizations are promoting the event via their websites, e-newsletters and social media."

Kids for Peace is grateful to have the generous support of its event sponsors. Hasbro, Inc. is the Presenting Sponsor of The Great Kindness Challenge. Southwest Airlines and KIND Healthy Snacks are both Gold Sponsors. CRT/tanaka, Envisager Studio and Hay House are the three Silver Sponsors.

**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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