

FOR IMMEDIATE RELEASE
February 23, 2016

FOR MORE INFORMATION:
21 Day Kindness Challenge
Justina Bryant, Founder & President
831-818-2971
www.21DayKindnessChallenge.org
21DayKindnessChallenge@gmail.com

CLASSROOM KINDNESS PROGRAM TEACHES WHAT COUNTS MOST

Aptos, CA -- Don't just teach kids to count. Teach them what counts most!* Classrooms around the country now have the opportunity to do just that.

In response to requests from teachers and administrators to meet a "kindness gap", the 21 Day Kindness Challenge has launched its newest program, the 21 Day Kindness Challenge: Classroom Edition. The organization's new classroom kindness program provides teachers with 21 days of lessons, projects, activities and team meetings that teach kindness, compassion, appreciation and caring.

"Teachers asked for it, and we listened!" says Justina Bryant, founder and president of the 21 Day Kindness Challenge. "Teachers were asking for help to change the culture of their classroom." Our 21 Day Kindness Challenge: Classroom Edition provides them with all the materials and tools they need to create a kinder, more inclusive, classroom environment."

Studies have shown that students and teachers reap the benefits of teaching kindness in the classroom. Teaching kindness has the following results:

- Happy, Caring Children
- Greater Sense of Belonging and Improved Self-Esteem
- Increased Peer Acceptance
- Improved Health and Less Stress
- Increased Feelings of Gratitude
- Better Concentration and Improved Results
- Reduced Depression
- Less Bullying

"Kindness changes the brain by the experience of kindness. Children and adolescents do not learn kindness by only thinking about it and talking about it. Kindness is best learned by feeling it so that they can reproduce it," states Patty O'Grady, PhD., an expert in neuroscience, emotional learning and positive psychology.

The 21 Day Kindness Challenge: Classroom Edition is perfect for K-6 classroom teachers, youth groups, preschools, home-schools, or any small group-based learning environment. This program is a comprehensive, four week program that includes step-by-step weekly theme-based activities

to emphasize kindness, caring, appreciation and gratitude. Students and teachers will develop the habit of being kind. The program also dovetails with many of the standards set by Common Core curriculum.

“I’m very excited to launch the 21 Day Kindness Challenge: Classroom Edition. I know our children can change the world, we just need to show them how to be kind, effective and proactive leaders,” said 21 Day Kindness Challenge Founder, Justina Bryant.

In the words of Margaret Mead, “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

###

*Quote by Karen Salmansohn. www.notsalmon.com