

FOR IMMEDIATE RELEASE

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MEDIA ALERT FOR WEDNESDAY, June 2, 2010

**FOURTH GRADE STUDENT'S BIG IDEA WINS \$2,500 FROM CLIFFORD'S
BE BIG IN YOUR COMMUNITY CONTEST**

**KIDS MAKE 250 "KINDNESS PACKS
AND DELIVER TO HOSPITALS VIA "KINDNESS CARAVAN"**

WHAT: *Kids for Peace* member, Skyler Pinto, winner of Scholastic's **BE BIG in Your Community Contest**, is gathering 250 friends to make "**Kindness Packs**" for children at The Ronald McDonald House and other hospitals. "**Kindness Packs**" are hand-painted knapsacks filled with art supplies, toys, a stuffed animal, a book and a caring note of friendship.

The **BE BIG** event will begin with a festive pep rally featuring musician Karl Anthony. Skyler Pinto will share his **BIG IDEA** through a video presentation which focuses on inspiring students to **BE BIG** and make a difference in their community by joining "**The Great Kindness Challenge**" and living out the *Kids for Peace* "Peace Pledge."*

WHEN: Wednesday, June 2nd, 3:30- 5:00PM

3:30pm: Meet at Lunch Area and paint handprints on "Kindness Packs."

4:00pm: **BE BIG** presentation in multipurpose room: live music by Karl Anthony, Skyler's **BE BIG** video, Trevor's Toybox, Kids for Peace & **The Great Kindness Challenge** Kick-off!

4:45pm: Kids write happy notes and fill "Kindness Packs"

5-6:30pm: Decorate cars for a "**Kindness Caravan**" and deliver "**Kindness Packs**" to children at the Ronald McDonald House: 2929 Children's Way, San Diego, CA 92123, 858-467-4750

5-8pm: **Chipotle Mexican Grill** is helping *Kids for Peace* spread more kindness! Please print the flyer from this link and 50% of proceeds will benefit *Kids for Peace*.

<http://www.chipotle.com/email/10-san-093.htm>

WHERE: Deer Canyon Elementary School, 13455 Russett Leaf Lane, San Diego, CA 92129, 858-484-6064, www.deercanyon.org



WHO: ***Kids for Peace*** is a global 501(c)3 nonprofit which provides opportunities for children worldwide to foster peace through cross-cultural experiences and hand-on arts, service and environmental projects. **Kids for Peace "Peace Pledge": I pledge to use my words to speak in a kind way. I pledge to help others as I go throughout my day. I pledge to care for our earth with my healing heart and hands. I pledge to respect people in each and every land. I pledge to join together as we unite the big and small. I pledge to do my part to create peace for one and all.* (www.KidsforPeaceUSA.org)

The Great Kindness Challenge, hosted annually by ***Kids for Peace***, is one day devoted to performing as many acts of kindness as possible. Our goal this year is to have over one million children participate. (www.greatkindnesschallenge.org)

Trevor's Toybox supplies smiles and goodies to children in hospitals – both overnight and long-term patients who are in the hospital for injuries, illness and life-threatening conditions. (www.trevorstoybox.org)

Karl Anthony is founder of the national Strike-A-Chord with KIDS School Assembly program (www.karlanthony.com)

In kind Sponsors: *KIND Snacks, Chipotle Mexican Grill, Hay House Publishing*

MORE: ***BE BIG*** was born out of the belief that we can change the world, one person and one **BIG IDEA** at a time. ***The BE BIG IN YOUR COMMUNITY*** contest is an important way that ***Scholastic*** and Clifford have invited communities across the nation to participate in **BE BIG!** (<http://www.scholastic.com/cliffordbebig /contest/>)

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