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KIDS FOR PEACE BUILDS A NEW SCHOOL PLAYGROUND IN SAN JUAN, PUERTO RICO, MADE POSSIBLE BY THEIR GREAT KINDNESS CHALLENGE – KIND COINS FOR HURRICANE RELIEF CAMPAIGN

Program raises $200,000 to build four new playgrounds for communities impacted by 2017 Hurricanes; Students & families raise $100,000 and Hasbro assists with a $100,000 matching grant

Carlsbad, CA (May 25, 2018) – Global nonprofit Kids for Peace, home to The Great Kindness Challenge and the Kind Coins Campaign, is thrilled to announce the building of a new playground at Sofía Rexach Elementary School in San Juan, Puerto Rico. Kids for Peace staff, partners and volunteers will join together to build the new playground in San Juan, Puerto Rico from June 13-15, 2018, with a ribbon-cutting celebration scheduled for June 15.

“Following last year’s hurricanes, the children and families living in Puerto Rico are still facing such difficult times, and we truly hope this playground will bring the Sofia Rexach school community a spark of joy,” said Jill McManigal, executive director and co-founder of Kids for Peace. “Thanks to the kindness and passion of thousands of students, families and committed partners like Hasbro who contributed through The Great Kindness Challenge Kind Coins for Hurricane Relief Campaign, we are so excited to build this beautiful playground with members of the community, and to bring the children the healing power of play.”

The Great Kindness Challenge Kind Coins Campaign is an annual unifying service project to respond to communities in need. The 2018 Kind Coins for Hurricane Relief Campaign was a direct response to the devastating 2017 hurricane season. Leading with kindness and compassion, the students & families who participated in The Great Kindness Challenge wanted to help, and the idea of building four new playgrounds at schools in hurricane-impacted communities in Texas, Puerto Rico, Florida, and Louisiana was born. More than 80,000 students participated in this project, helping to show how everybody has a role to play in creating a kinder world. Hasbro, Inc., through its BE FEARLESS BE KIND philanthropic initiative, matched $100,000 of the funds raised, to ensure all four playgrounds could become a reality.

Sofía Rexach Elementary School, serving 190 students, was completely destroyed when Hurricane Maria wreaked havoc on Puerto Rico. Students were left without a school, without a playground, and without a safe area to learn, grow, and play. The school was moved to a new location that was formerly an intermediate school. The opportunity to have a new playground for this school was received with great
enthusiasm, since the school did not have a space for the young students to step away from the challenges of losing their school – and for many their own homes – and to simply play.

Kids for Peace, Hasbro, and the playground manufacturer GameTime, are thrilled to see the ripple effect and unifying power of the students’ kindness demonstrated through the 2018 Kind Coins for Hurricane Relief Campaign.

“It is inspiring to see so many young people come together through The Great Kindness Challenge to stand up and help make a difference for the families still recovering from last year’s hurricanes,” said Karen Davis, senior vice president of Global Philanthropy and Social Impact, Hasbro, Inc. “At Hasbro, we believe that all youth have the ability to make a difference in the world and we are excited to provide the additional funding to amplify their kindness and help build the four playgrounds.”

In addition to the $100,000 matching grant supporting the Kind Coins for Hurricane Relief Campaign, Hasbro is the presenting sponsor of the Great Kindness Challenge – Family Edition and a co-sponsor of this year’s School Edition alongside Dignity Health. This relationship is part of Hasbro's BE FEARLESS BE KIND signature philanthropic initiative, which is designed to empower kids to have the compassion and courage to stand up for others, to be inclusive and to make a difference in the world.

With a dedicated team of volunteers and wishes filled with love and peace from students all over the world, a beautiful playground will break ground in Puerto Rico on June 13th, 2018 and will be open to the community to provide a safe place to play, heal, and grow.

About the Great Kindness Challenge

The Great Kindness Challenge is a positive and uplifting program that creates a culture of kindness in schools, communities, and the world. Using a 50 item checklist, schools and families are challenged to complete as many acts of kindness as possible. The School Edition is an annual one week challenge during the last week of January. The Family Edition is year-round. Schools and families may get involved by signing up at no cost here: www.greatkindnesschallenge.org.

The 2018 Great Kindness Challenge was made possible by the generosity of presenting sponsors Hasbro, Inc. and its BE FEARLESS BE KIND initiative and Dignity Health, along with our supporting sponsors: ViaSat, Nordson, Datron, NRG, Servant Leadership Institute, and McGraw-Hill Education.

About Kids for Peace

Kids for Peace is a California-based global nonprofit that provides a platform for youth to actively engage in socially-conscious leadership, community service, arts, environmental stewardship and global friendships. Founded in 2006 by a mother and a high school honors student, Kids for Peace has now launched over 450 chapters on six continents. All Kids for Peace activities are based on the Peace Pledge, wise words written by children to inspire peace for all.

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