

FOR IMMEDIATE RELEASE
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MIDDLE SCHOOL KINDNESS CHALLENGE ANNOUNCES 10 NATIONAL FINALISTS
*Schools selected Among More than 416 schools from 50 States for their Innovative Efforts to Create A
More Positive School Culture and Fostering Kindness.*

(PORTLAND, OREGON)— (Wednesday, September 5, 2018)— Today, Stand for Children announced that 10 schools from across the country are National Finalists of the Middle School Kindness Challenge (MSKC). The schools are:

- Bowman Middle School- Bakersville, North Carolina
- Crossroads Middle School- Meridian, Idaho
- Crystal Lake Community Middle School- Pompano Beach, Florida
- Dawes Elementary School-Chicago, Illinois
- Goff Middle School- Pawtucket Rhode Island
- H.L. Harshman Magnet Middle School- Indianapolis, Indiana
- Hairston Middle School- Greensboro, North Carolina
- Irwin Altman Middle School 172- Floral Park, New York
- Princeton Middle School – Princeton, Maine
- William Penn School 49 – Indianapolis, Indiana

These schools were selected among nearly 500 schools nationally that participated in the 2018 Spring Cycle of the MSKC.

The finalist schools announced today are distinguished for their commitment to improving school climate and fostering a safe and supportive environment for all students at their school. Their efforts and commitment to fostering kindness are not only inspiring but also incredibly timely. With their efforts and dedication to fostering kindness they are paving the way towards commonplace kindness for all students across the nation. The Middle School Kindness Challenge is a program of Stand for Children, a national non-profit education advocacy organization and is supported by Hasbro, Inc.'s BE FEARLESS BE KIND philanthropic initiative.

“It’s becoming more and more apparent that we need to teach children to manage their emotions and actions and to regularly demonstrate kindness in their day to day lives,” said Jonah Edelman, co-founder and chief executive officer of Stand for Children. “The students at these 10 schools demonstrated that young people are hungry for kindness-centered activities and that they genuinely want to learn in an environment where respect, caring and support are common-place. We honor their efforts and invite schools nationwide to join this movement.”

As part of the MSKC, students from the 10 finalist schools took part in four weeks of activities and lessons that generated dialogue around the importance of demonstrating kindness in their school and in their day-to-day life.

The goal of the Middle School Kindness Challenge is to make kindness commonplace in middle schools and improve school climate by providing a no-cost, user-friendly platform for teachers to access high-quality, easy-to-implement lessons that help students strengthen peer relationships, build empathy and develop a positive mindset. The content on kindness-building comes from leading providers including Harvard's Making Caring Common Initiative, Facing History and Ourselves, InspirED, the Greater Good Science Center and Yale's Center for Emotional Intelligence. All contributed their best-in-class lessons at no charge.

"Within schools you have a large variety of individuals coming from different backgrounds attempting to work together-which can be hard. Having kindness at the root of the work you do can assist people in learning to be not only active listeners, but empathetic to individuals that might have different thoughts and values than their own," said H.L. Harshman Middle School's Kindness Captain Erin Sanborn.

Today's finalists receive \$1,000 in Donors Choose Credits made possible by the support of the Hasbro Children's Fund. With this, the school can acquire valuable materials to continue their commitment to kindness work.

The Middle School Kindness Champion for the Spring Cycle will be announced later this month. The Champion school is selected based on which school excelled in their participation from reflection exercises to kindness rituals with a strong emphasis on impacting change and making the school, overall, a true environment that fosters kindness. The Spring Cycle's Champion will receive an additional \$4,000 in Donors Choose credit bringing their total reward to \$5,000.

The current MSKC Cycle is open until November 13, 2018. Educators are encouraged to learn more at www.middle-school-kindness-challenge.com or by setting up a 30-minute demonstration with our outreach director Daniel O'Donnell (dodonnell@stand.org).

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More About the Middle School Kindness Challenge

The Middle School Kindness Challenge, a program of Stand for Children, is an easy and no-cost way to foster kindness and improve school climate in the critical middle school years. Open to any school with a combination of grades 5-8, the Challenge offers best-in-class resources to teach and foster kindness, free of charge, over a four-week period of the school's choosing. This is a powerful, common sense solution to some of schools' and society's biggest challenges. By teaching kids to practice kindness on a regular basis and manage their emotions, actions, and statements, they become better equipped to navigate our complex world.

About Stand for Children

Stand for Children is a non-profit education advocacy group that works so that all children receive high quality education, particularly children who don't get a fair shot because of where their families are on the economic ladder. We make a difference by:

- Helping parents be prepared to stand up for and support children's educational success,
- Advocating passionately, mainly at the state and local level, for proven policies and funding primarily focused on two milestones that make or break a child's future:

- Reading and writing by the end of third grade, and
- Graduating high school ready for college, career training, or a career
- Ensuring the changes we fight for reach classrooms and directly help students.

About Hasbro

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