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FAMILIES TURN TO THE KINDNESS PROJECT CLUB AS SUMMER VACATION APPROACHES

May 30, 2017 – SEATTLE, WA -- The Kindness Project Club is catching fire as summer vacation approaches and parents are looking for meaningful ways to keep their kids occupied, active and developing their critical thinking and compassion skills at a time traditionally associated with relaxing and vacation.

“While the concept of the club originated as a means for people experiencing grief or a difficult life circumstance to refocus their attention on making a positive community impact, when parents and teachers called my office asking about summer programs for kids, The Kindness Project Club seemed like a great fit for many looking to motivate and inspire their own families over summer vacation,” said Debra Yergen, founder of TheKindnessProject.club. Yergen currently serves as the Executive Director of the Yakima Schools Foundation, a non-profit organization dedicated to supporting students, teachers and public school programs within the Yakima School District, based in South Central Washington State.

Yergen posted information about the “club” on social media and quickly received requests from across the country from families requesting access to the free planning and budget template, designed simply enough for children as young as five years old to answer the questions with a guardian’s assistance. *Her goal is to get this free resource into as many hands and households as possible to empower students of all ages to use their resource of time this summer to make a difference where it matters most to them.*

In Yakima, the Rankin family is focusing on three outcomes with two kindness projects. “My 10-year-old cares about environmental projects and he wanted to do something that involved recycling. My six-year-old wanted to help animals. Together they came up with a plan to recycle their gently-used clothes and toys, but there was a challenge with that,” says Agus Rankin, a busy real estate agent and mom in Yakima, Wash. “It seems that the idea of giving toys away and the act of choosing which toys to give away, was more difficult than they anticipated. So for every box they fill to share with local families, I’m buying dog and cat food for the Yakima Humane Society,” she says. Rankin’s challenge to her sons will continue through the summer. So far, the family has donated nine boxes of quality goods to the Yakima YWCA, Goodwill and the Junior League of Yakima, that is helping get a new

foster mom get established so she can provide a home to local kids. “Getting involved with The Kindness Project has taught my boys the value of recycling, helping those in need and taking care of animals awaiting adoption at the local shelter,” Rankin says.

Half way across the U.S., compassion for the plight of homelessness inspired Gaibrielle Bowen’s family to create 48 toiletry comfort kits to share with men and women who make the sidewalks around the greater St. Louis area their makeshift homes. “As a family we’ve traveled and lived across the US. When our 17-year-old daughter, Madison, noticed that this affects people in every city and state in some way, we decided together to address it through a kindness project,” Bowen says. Bowen’s family witnessed how fast circumstances can change someone’s life earlier this year when many of the businesses she works with through the Jerseyville Chamber of Commerce were affected by flooding. “Neighbors worked side-by-side throughout the night to help salvage businesses, homes, and communities. But for many people, there isn’t anyone there when their crisis hits and they’re left to pick up the pieces alone.” She says she’s thankful and proud of her children – one still lives in Washington state – for being the kind of young people who see a need and find a way to make a difference.

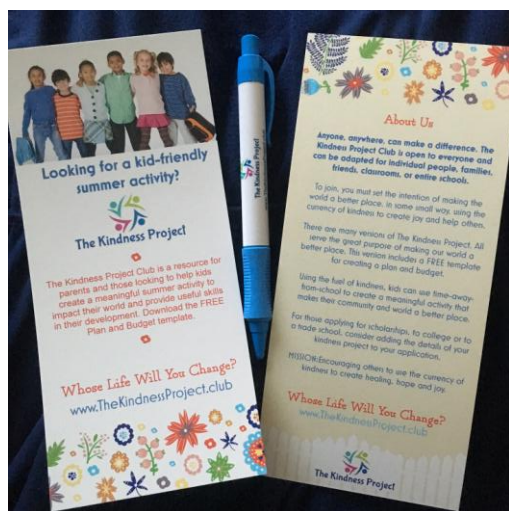
Yergen acknowledges that there are dozens of kindness projects offered online by organizations of varying sizes, but what makes The Kindness Project Club unique is the free downloadable plan and budget template that anyone can use. And what makes it a club? According to the website, TheKindnessProject.club, there is a cost to be a part of this movement, although not a monetary one: *To join, you must set the intention of making the world a better place, in some small way, using the currency of kindness to create joy.*

Since launching the website, national companies, as well as schools and other nonprofit organizations have inquired about ways they can fold The Kindness Project message of using kindness as the fuel to positively impact local communities, one city at a time, into their established community outreach programs.

Those participating in The Kindness Project Club are encouraged to share their success stories of making a difference and impacting their world at Stories@TheKindnessProject.club.

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MEDIA NOTE: Families across the United States have launched kindness projects to benefit their local communities. We’re happy to make introductions upon request. Debra Yergen is also available for media interviews. She can be reached through GypsyMuse Marketing or at stories@thekindnessproject.club.





The Kindness Project Plan and Budget

NAME OF MY/OUR PROJECT:

HOW MIGHT THIS PROJECT BE OF HELP?

WHO WILL BENEFIT?

WHAT WILL I NEED?

IS THERE A COST?

WHAT IS MY BUDGET?

ITEM	QUANTITY NEEDED	UNIT COST	TOTAL

TOTAL COST:

WHO CAN JOIN THIS KINDNESS PROJECT?

WHAT CAN BE DONE WITH THE RESOURCES AVAILABLE?

WHY AM I DOING THIS (WHAT IS MY MISSION)?

WHAT OUTCOME AM I HOPING TO ACHIEVE AND BY WHEN?

HOW WILL I CELEBRATE THE GOOD CREATED BY THIS PROJECT?