

**FOR IMMEDIATE RELEASE**

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## Kindland Releases App that Collects and Reports NE Ohio's Kindness

(Cleveland, OH) - It is a fact that it takes five positive impressions to counteract one negative impression in the human mind. For every negative, violent, divisive, or hostile news story, television clip, or social media post, it takes five times the number of positive stories, clips, and posts to get back to a balanced state of mind. How do we achieve a community with an overall feeling of positivity with all the negativity around us? We must flood our minds (and feeds) with more stories of kindness and goodness. The Just Be Kind® app makes this possible.

As a part of its Kindland initiative, Values-in-Action's introduction of the Just Be Kind® app makes it simple for individuals to report acts of kindness in three easy steps:



- 1) Click the app
- 2) Type in the act of kindness
- 3) Share & Inspire

The app gives people the ability to immediately share acts of kindness that they see, witness, read about, or do with the hope that it will inspire others to do the same. Kindness is happening around us more often than we realize, and the Just Be Kind app allows us to recognize and celebrate acts of kindness right on your device with the tap of a finger as quickly as one experiences them. An act of kindness can be as simple as someone stopping to say "hello," giving someone a compliment, bringing up your neighbor's garbage can, letting someone go in front of you in line, talking to someone who looks lonely, or as complex as starting a food drive, paying for someone's order behind you, or volunteering at a soup kitchen. The acts of kindness happening around us are endless...we just need to hear about them. The app is available to click and save at [www.JustBeKindApp.com](http://www.JustBeKindApp.com). Posts from the app are easily shared to Facebook, Twitter and LinkedIn.

In 2020, Values-in-Action introduced Kindland with the goal for Cleveland and Northeast Ohio to become the kindest community in the country. As a part of Kindland, individuals are encouraged to pledge to be a "Citizen of Kindland" at [www.BeKindland.com](http://www.BeKindland.com). The release of the new app gives citizens of Kindland the opportunity and tool needed to become active participants in spreading kindness throughout the region. Kindland relies on the collective efforts of communities, businesses, organizations, and schools to promote the initiative and encourages the participation of their respective residents, employees, consumers, students, and parents to lead with kindness. Our collective efforts will be the guiding force behind the community coming together to find solutions to our nation's most prominent issues including navigating through the COVID-19 crisis, social justice, racism, and political polarization.

Values-in-Action is a Cleveland-based, non-profit organization that empowers students and adults to build communities of kindness, caring and respect through programs that teach, promote, and provide skills and tools to enable individuals to make positive, values-based decisions every day.

For additional information about Kindland or the app, please call 440.463.6205 or visit [www.viafdn.org/kindland-toolkit](http://www.viafdn.org/kindland-toolkit)