

FROM CLEVELAND TO

Kindland™

IN 2020, CLEVELAND WILL BECOME KNOWN AS A COMMUNITY OF KINDNESS

Right now, our world is surrounded by uncertainty. Despite the unpredictability that has arisen, we are committed to spreading kindness to overcome widespread negativity. The **Just Be Kind** initiative is dedicated to making Cleveland a city known for kindness; a city known as Kindland. Citywide kindness will bring Clevelanders together and counteract the unpredictability we are facing.

JUST BE  KIND

We are encouraging Clevelanders to become Citizens of Kindland and commit to changing their community with actions both big and small. After joining the movement, you will see stories on the psychological, physical and community-based benefits of simply spreading kindness to those around you. This movement will increase the well-being of individuals, schools, businesses and communities as we transition from this time.

**THE WORLD NEEDS CHANGE.
THAT CHANGE CAN HAPPEN, AND IT STARTS IN KINDLAND.**

WHAT CAN KINDNESS DO?

- ▶ Kindness produces **23% less of the stress** hormone in the body
- ▶ **3** people benefit from **1** act of kindness
- ▶ Acts of kindness releases endorphins which **increase happiness & reduce pain**
- ▶ **One act of kindness** can create a positive ripple from person to person
- ▶ **100%** of people should spread kindness



The Just Be Kind movement is an initiative of Values-in-Action Foundation.
Visit kindland.us to sign the pledge.

   @justbekindusa #kindland