

FROM CLEVELAND TO

Kindland™

FOR IMMEDIATE RELEASE

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Cleveland is “Kindland” *and* the Site of the First Presidential Debate

(Cleveland, OH) As tomorrow’s presidential debate is shaping up to be both heated and contentious, the site of the debate, Cleveland, Ohio, has already been thinking about how to move forward as a united community during and after this divisive election. The answer is kindness.

Recent history has shown us that just as easily as our country can come together in a time of crisis, it can be torn apart by meanness, intolerance, and hatred. Cleveland, non-profit organization Values-in-Action wants to focus on how kindness can continue to be the inspiring link and the bridge that brings our nation together as we work to find solutions and common ground. Cleveland will serve as the example for the rest of the country by focusing the collective efforts of its surrounding communities, businesses, schools and local organizations on creating and sustaining a unified sense of kindness, compassion, empathy and understanding. These values 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.

Earlier this month, Values-in-Action launched its “Cleveland to Kindland” initiative as part of its national Just Be Kind® campaign. The goal is for Cleveland to become the kindest community in the country. Clevelanders are encouraged to be a “Citizen of Kindland” and visit www.Kindland.us to take the kindness pledge and document acts of kindness on social media using #kindland. Values-in-Action aims to document one million acts of kindness by the end of 2021.

**JUST
BE 
KIND®**

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, call 440.463.6205 or visit www.viafdn.org/kindland-toolkit

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