

GLOBAL DIGNITY | press release

GLOBAL DIGNITY LAUNCHES MOVEMENT TO UNITE KINDNESS CAMPAIGNS AROUND THE WORLD IN RESPONSE TO COVID-19

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New York, NY, May 5, 2020—Today the international youth empowerment organization, Global Dignity, announced the launch of Unite Kindness, a campaign that builds on the global movement of children and young people striving for a kinder world in the midst of COVID-19. The campaign launched today, May 5, in conjunction with #GivingTuesdayNow.

Unite Kindness aggregates and showcases kindness campaigns and children and young people's positive actions, all in one place. The goal is to make it easy for children and youth to join the extraordinary global kindness movement underway — alive in everyday acts of kindness, communities, workplaces, public spaces, on TV, the internet —and everywhere in between.

“This pandemic has highlighted our interconnectedness and shared humanity more than ever,” said Cynthia Guyer, Global Dignity's Executive Director. “It is so important for children and young people to have the skills to combat the uncertainty and stress they are experiencing, and to feel a sense of hope about the future. We believe that embracing the universal notion of dignity—a deep belief in your own worth and the equal worth of others—is fundamental to building resilience, empathy and mutual understanding. Kindness to ourselves and to others brings dignity to life.”

Unite Kindness was created in response to the rapid and unprecedented upheaval caused by the Coronavirus health crisis, which has left children and young people anxious, isolated, and cut off from many of their support systems. It is designed to encourage as many young people around the world as possible to be kind to themselves and kind to others.

To participate in the campaign, young people are invited to submit a photo or video of an act of kindness, a creative work, or ways they take care of their own physical or emotional wellbeing to Global Dignity's Facebook Messenger bot (m.me/globaldignity). These actions could include helping a sibling

with homework, painting a rainbow for the “everything will be alright” initiative, or practicing yoga with a grandparent.

Acts of kindness can also be shared with the campaign on Twitter by posting a photo or video with the hashtag #unitekindness.

Giovanna Mingarelli, CEO of MC2, Chair of Global Dignity Canada and member of Global Dignity’s Board of Directors, said: “The world has never needed community and a sense of unity more than now. During this time of physical separation, uncertainty and fear, we want to make it easy for children and young people to combat the effects of COVID-19: by being kind, expressing themselves creatively, and committing to their physical and emotional wellbeing .”

In addition to children and young people, any organization, company or cause is invited to participate in Unite Kindness by submitting their own kindness-focused campaign by using #unitekindness on Twitter.

All #unitekindness actions will be verified and displayed on a digital global impact map to celebrate and highlight the collective impact of kindness around the world and inspiring more positive actions.

ATHLETICA Rewards is the campaign’s Lead Activation Partner for wellness. ATHLETICA will challenge participants to be kind to themselves by focusing on their physical or emotional wellbeing through #HealthatHome actions.

The campaign’s chatbot and mapping technology were generously donated by tech startup, MC2. Simple Story, an Ottawa-based agency, provided pro bono creative services and campaign consultation.

Global Dignity is an independent, non-profit organization dedicated to building a world where compassion, understanding and love triumph over intolerance, injustice and inequality. Through its annual Global Dignity Day in October and year-round Dignity Workshops, Global Dignity engages more than one million young people in 80 countries each year.

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