



mindful littles

MINDFUL LITTLES JOINS LADY GAGA'S BORN THIS WAY FOUNDATION FOR LAUNCH OF SECOND ANNUAL "21 DAYS TO BE KIND" CHALLENGE

#BeKind21 Campaign Calls on Participants to Practice Acts of Kindness for 21 Days This September

August 22, 2019– Today, Mindful Littles joined Lady Gaga's Born This Way Foundation for its second annual [21 Days to Be Kind Challenge](#) to encourage young people, families, and teachers to build habits that foster kindness and promote the strength and wellness of their communities.

Inspired by the idea that habits are formed by repeating an activity for 21 consecutive days, the challenge calls on participants to practice an act of kindness each day from September 1st to September 21st. The challenge, which will culminate on the U.N. International Day of Peace, is an opportunity for schools and colleges to kick off the new school year by establishing kinder habits that will last all year, and for corporate partners, nonprofit partners, and all other participants to head into the fall with a spirit of compassion and action.

"We believe it's the everyday habits of mindful compassion that shift cultures in schools, homes and local communities," said **Mindful Littles founder Tanuka Gordon**. "The BeKind21 Challenge is a force for good connecting many communities together to promote habits of compassion, foster authentic relationships and help uplift many people around the world. We are deeply honored and grateful to partner with Born This Way Foundation as part of such a special movement."

Mindful Littles will participate in the challenge as part of the Mindful Littles Campaign for Peace, launching on September 1st. During this period, Mindful Littles will share everyday habits of compassion with their followers for littles to do at home, at school and in their local communities. Participants are encouraged to share their acts of peace and kindness online.

"We were overwhelmed by last year's response to our BeKind21 Challenge. This year, we hope to build on the excitement we saw from thousands of people and dozens of partner organizations," said **Cynthia Germanotta, co-founder, and president of Born This Way Foundation**. "Kindness is a simple yet powerful practice. That's why we're inviting everyone to join us in establishing kinder habits and building a culture of kindness by putting kindness into action each day from September 1st to September 21st – being kind to your body, mind, and community."

A growing body of research has demonstrated the tangible benefits of kindness, for communities and for individuals. According to [a survey](#) commissioned by Born This Way Foundation, young people who describe their environments as kind are also more likely to be mentally healthy. Performing acts of kindness has also been shown to boost reported levels of happiness, self-worth, and calmness while decreasing symptoms of depression.

Participants are encouraged to pledge their participation in the 21 Days to Be Kind Challenge at www.BornThisWay.Foundation.com/BeKind21. Participants who take the pledge will receive daily emails starting on Sept 1st with exclusive kindness suggestions, tips, and inspiration from Born This Way Foundation's co-founders and partners, and have a chance to be featured on ChannelKindness.org.



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About Mindful Littles

Mindful Littles is a 501(c)(3) nonprofit organization dedicated to foster mindful compassionate cultures in schools, homes and local communities through meaningful service learning experiences and creative educational programs that build inner resilience and spark courageous compassionate action. Programs are in several Northern California communities in the Greater Bay Area and in Paradise, where the devastating 2018 Camp Fire occurred. To learn more, visit mindfullittles.org.

About Born This Way Foundation

Led by Lady Gaga and her mother Cynthia Germanotta, Born This Way Foundation was founded in 2012 to support the wellness of young people and empower them to create a kinder and braver world. To achieve these goals, Born This Way Foundation leverages evidence-based research and authentic partnerships in order to provide young people with kinder communities, improved mental health resources, and more positive environments – online and offline. To learn more, visit <https://bornthisway.foundation/>.