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FOR IMMEDIATE RELEASE

Sedona Schools starting Kindness movements

October 23, 2017—Sedona— The SedonaKind organization and Rotary Club of Sedona are partnering to bring a focus on kindness to our Sedona youth. The organizations are sponsoring and funding a majority of the cost to bring kindness assemblies to West Sedona School, Big Park School, Sedona Red Rock Junior High, Sedona Red Rock High School and the Sedona Charter School.

SedonaKind brought speakers from Think Kindness in Reno, Nevada (ThinkKindness.org) last year to hold assemblies at the elementary schools and challenged the students to perform over 5,000 acts of kindness in 15 days. The program was highly successful and teachers gratefully reported a noticeable reduction in bullying on the playground and in the halls after the program.

“Brian Williams of Think Kindness was an impressive program speaker at a Rotary Club of Sedona meeting on that same trip,” said the Club’s Past President Jennette Bill. “When the Red Rock News reported soon afterward that bullying was identified in a state run survey as being a problem at our local high school, the club decided to take action and see that ALL the students in Sedona’s schools were focused on kindness.”

The assemblies will take place the week of Oct. 30 and the culmination of the acts-of-kindness challenge will end on the nationally designated Kindness Week. “We anticipate making an impact on all our area youth with this program,” Bill adds. “As a middle school principal said after her students attended the assembly, ‘It started with jokes and then moved to tears. Yes, he had our middle school boys and girls in tears. Then he inspired them to stand up and take action. By far the most impressive speaker we’ve ever had.’”

The mission of SedonaKind is “to encourage acts of kindness, large and small, locally and around the world.” The SedonaKind project was born two years ago, and since then has accomplished more than ever thought possible with programs, projects and events throughout

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Sedona. After making and distributing over 6,000 Kindness Charms to every state in America and in 27 countries around the world, SedonaKind decided they needed to do more and are now bringing kindness challenge assemblies to Sedona schools. Go to SedonaKind.org to learn more about the group and to join in their joyful efforts to spread kindness.

The Rotary Club of Sedona is an affiliate of Rotary International, a service organization that works to promote world health and eradication of polio, to support the education of young people and to make the community a better place through a variety of local service activities. The Club meets at noon the first and third Tuesdays of the month at Relics Restaurant in Sedona. Rotary Club of Sedona Village Satellite meets 7:30 to 8:30 a.m. the second and fourth Thursdays of the month in Redstone Dining at Oakcreek Country Club. Visitors are welcome. For more information go to: www.sedonarotary.org.

Here are the assembly dates/times:

- 11/1 @ 1:30: Big Park School
- 11/2 @ 2PM: SRRHS and Junior High
- 11/2 @ 9AM: West Sedona School
- 11/3 @ 8:45: Sedona Charter School

For more info about the speaker and assemblies go to thinkkindness.org.

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