



**FOR IMMEDIATE RELEASE**

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## **National Essay Contest Now Open to K-8 Students: The Be Kind People Project Invites Students to Tell the World How to *Make a Difference***

**Phoenix, Ariz. (March 1, 2022)** – Students in grades K-8 across America are invited to enter [The BE KIND Make a Difference Essay](#) contest sponsored by The Be Kind People Project. Students are prompted to share, based on their real-life experiences, *“If I were in charge of making my community a kinder place, this is what I would do.”* Teachers may use the essays as part of their curriculum and students are welcome to submit independent of any school assignment with the approval of their parent or guardian. Submissions are due Thursday, March 31 and winners will be announced on April 14, 2022.

Entries for grades K-2 can be either a single page picture or series of the student’s art with one to five descriptive sentences that may be hand-written. Grades 3-8 may enter a written essay no longer than one page double spaced or neatly handwritten. Students with disabilities are encouraged to participate in either option based on their abilities and parent or teacher discretion.

Winning students will receive BE KIND Swag and a BE KIND Make a Difference Essay Contest Certificate. All teachers of winning students will receive BE KIND classroom materials and free access to The Be Kind Break Premium online classroom resources for the 2022-2023 academic school year. In addition, one grand prize winner in each category will receive an Apple HomePod Mini, Apple AirPods or Apple Watch, a live video call with THE BE KIND CREW, free admission to THE BE KIND American Adventure Field Trip, and the opportunity to be featured on a national social media broadcast.

### **About the Be Kind People Project**

The Be Kind People Project® is a public 501 (c) 3 non-profit dedicated to providing students with comprehensive youth development programming that effectively uses a positive approach to social, emotional, and academic learning. The organization reaches five million students and 250,000 teachers to influence kids for social change by teaching them life skills and values. To learn more about The Be Kind People Project, visit <https://thebekindpeopleproject.org/>.