



Kindland

JUST BE  KIND[®]

2025

KICKOFF FOR KINDNESS VIDEO CONTEST

WANT TO WIN TICKETS TO

SUPER BOWL LIX?

YOUR GOAL

Create a video that conveys the power of kindness and motivates others to be kind. Your video could be featured in the **Kickoff for Kindness** school presentation airing in schools across the country on February 6th, 2025.

GRAND PRIZE

**2 TICKETS
TO SUPER BOWL LIX**

including travel and accommodations



RUNNERS-UP

**1ST RUNNER UP \$1,000
2ND RUNNER UP \$750
3RD RUNNER UP \$500**

For submission details and full contest rules,

visit www.BeKindland.com



Submission Deadline: **January 18th**

#KICKOFFFORKINDNESS2025