



Kindland to Participate in Forbes 30 Under 30 Summit in Cleveland

Kindness in Business Stories to be Recorded
- Just Be Kind™ App to be Highlighted –

Cleveland, OH , October 6, 2023 -- The Values-in-Action Foundation through its national Kindland™ initiative has been invited by Forbes to participate in this year's Forbes 30 Under 30 Summit to be held in the Cleveland Public Auditorium on October 8-11.

"No one company knows better than Forbes the positive impacts that kindness can have on a company. Research shows that by focusing on kindness employee productivity increases, they are more engaged and DEI and ESG policies are strengthened," commented Stuart Muszynski, President and CEO of the Values in Action Foundation. "Kindland is honored to promote the positive impacts of kindness to the stellar group of young business leaders at the 2023 Forbes 30 Under 30 Summit. This is particularly necessary given the rampant divisiveness, polarization, and rudeness in America today," he concluded.

The Forbes 2023 30 Under 30 Summit, which is being held in person and virtually, brings together the world's top young leaders, founders, and creators for a life-changing four days of connecting, learning, teaching, and building. It is more an immersive experience than a static conference and includes a private concert, A-list speakers, exclusive networking opportunities, industry-focused excursions, local culinary experiences, a powerful day of community service and more. Attendees can register at:

<https://www.forbes.com/connect/event/2023under30summit/>.

Kindland staff will be manning a display booth describing its numerous successful kindness programs in businesses, schools, and communities on October 9 and 10 from 12:30 to 3pm.

At the Kindland booth, attendees will be encouraged to video tape stories of how kindness helped them in their businesses. A compilation of these stories will be produced and distributed after the summit.

(more)

In addition, Kindland staff will be promoting the re-launch of the free Just Be Kind App which is available at all app stores. The app allows users to record acts of kindness that they see or do and then post them on Facebook, Instagram, LinkedIn, or X.

Kindland staff will be encouraging attendees to use the app during their in-service day on October 10 to promote their acts of kindness, as well as in their daily lives after the summit.

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About Kindland and The Values in Action Foundation

Values-in-Action is a 29-year-old, Northeast Ohio-based nonprofit that has trained 1.7 million students to lead with kindness, caring and respect. Kindland was initiated by Values-in-Action Foundation in 2019 as its effort to embed kindness as a core value in all communities. Kindland's approach is holistic — merging schools and community, business and government in a combined effort to spread positivity.

Kindland programming is already in 700 schools in the state, including CMSD and Akron Public Schools. Currently, there are over 150 nonprofit organizations that are Kindland partners and more than 400 community leaders who have signed on as Leaders or Co-Chairs.

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