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NEWTOWN KINDNESS KICKS OFF KINDNESS MONTH WITH “NICE BUCKET CHALLENGE”

The challenge will raise awareness of the Third Annual Charlotte Bacon Act of Kindness Awards on Feb. 21 that will honor kind kids from across the U.S.

Newtown, Conn. (February 4, 2015) – Newtown Kindness is hosting its first-ever Nice Bucket Challenge, a pay-it-forward initiative to spread kindness this February, which the organization has named Kindness Month. Inspired by the ALS Ice Bucket Challenge, Nice Bucket Challenge participants commit to an act of kindness and challenge friends to pass it on.

Newtown Kindness was founded in memory of Charlotte Bacon, a young victim of the tragedy at Sandy Hook Elementary School on December 14, 2012 to encourage kinds of all ages to be kind. Newtown Kindness’ signature program, the Annual Charlotte Bacon Act of Kindness Awards, recognizes kids who have conducted outstanding acts of kindness.

“The Nice Bucket Challenge is our way of spreading our mission of kindness to as many people as possible,” says Newtown Kindness Founder Aaron Carlson. “It perfectly complements the Charlotte Bacon Act of Kindness Awards that we will be celebrating later this month to honor kind kids from around the country.”

The organization chose February as Kindness Month because it is Charlotte’s birthday month as well as the Awards Ceremony, where Newtown Kindness will honor kids from twelve states across the country and Canada.

“Dedicating a full month to recognizing the importance of kindness in everyday life is something that directly correlates to our mission,” said Carolyn Walker, Newtown Kindness Board Member. “February is Charlotte’s birthday and launching this event as the kick-off to her special month just felt right.”

The Nice Bucket Challenge is live on Facebook where participants are already posting pictures of their acts of kindness. All funds donated to the organization will go directly towards Newtown Kindness initiatives including travel expenses for Charlotte Bacon Act of Kindness Award honorees.

To learn more about The Charlotte Bacon Act of Kindness Awards, click here. Click here to see last year’s Award recipients.

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About Newtown Kindness

Newtown Kindness is a 501(c)3 non-profit organization founded subsequent to the tragedy at the Sandy Hook Elementary School on December 14, 2012 in an effort to encourage, facilitate, and recognize the value of kindness. The organization’s mission is to promote kindness as a guiding principle of humanity.

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