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MEDIA RELEASE

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Valley View Students Choose Kindness

Ashwaubenon, WI – April 3, 2018 – Ashwaubenon’s Valley View Elementary School students are participating in an exciting new type of fundraising. It all centers around kindness. That’s right, kindness. It does not entail selling pizza or candy or wrapping paper. It’s about just being kind. The school is partnering with an organization called *Raise Craze*. Students set up a *Raise Craze* webpage with email addresses of friends and family asking for donations. Regardless of the donation amount, \$5 or \$50, the students do some sort of act of kindness to “pay it forward.”

Valley View encourages its students to be “heroes” every day. They focus on being safe, responsible, respectful and caring. Each morning they recite the “Hero Promise” which includes the line “I will practice kindness and compassion.” The school believes that fundraising in this new way encourages students to live the “Jaguar Way” and teaches the students to put into practice what they preach.

The fundraiser unofficially kicked off on Friday, March 23rd with a "Day of Kindness." Students in every grade level carried out acts of kindness for a portion of the school day. The school's goal is to perform 1,500 acts of kindness during the fundraiser.

All proceeds from this fundraiser will go towards a fund to upgrade Valley View’s playground equipment. The used equipment that is still safe will be donated to a third-world country, so children across the world can enjoy it. Anyone interested in donating can contact Kurt Weyers or Andrew Bake at 920-492-2930, or Jennie Vyskocil at vvpto@ashwaubenonk12.org. Donations can also be made online at <https://my.raisecraze.com/donate/ARK2PAM/>. The fundraiser runs from April 3rd through April 25th.

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