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MEDIA RELEASE

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VALLEY VIEW STUDENTS SPREAD KINDNESS IN APRIL

Ashwaubenon, WI – May 7, 2018 – If you noticed that the Ashwaubenon and Green Bay areas seemed a little kinder over the month of April, Valley View Elementary students may be the reason why! Students at the school recently participated in a new type of fundraiser. It all centered around kindness. That's right, kindness. Not selling pizza or candy or wrapping paper. Just being kind.

The school partnered with an organization called Raise Craze. Students set up a webpage with email addresses of friends and family asking for donations. Regardless of the donation received, the students did some sort of act of kindness to “pay it forward.”

Valley View students completed nearly 3,000 acts of kindness in the month of April. They did everything from shoveling driveways, to making goodies for our public safety officers, and playing with someone who looked lonely. The students raised over \$10,000, which will be used towards the purchase of new playground equipment this summer.

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.

Anyone interested in making additional donations can contact Kurt Weyers at 920-492-2930, ext 3002 or kweyers@ashwaubenonk12.org.

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