

To: Noam Levey

Subject: The KIND Bar's Birthday Initiative: Fueling the Future

Hello Noam,

I loved your inspiring piece on the PhiferCares Clinic and pharmacy and thought your All Things Considered listeners might enjoy hearing another feel-good story about how the KIND bar is celebrating its anniversary.

The KIND bar is turning 20, but instead of receiving gifts, we're giving them. Continuing our partnership with Harvard Graduate School of Education's Making Caring Common Project, The KIND Foundation is mailing "birthday boxes" to students in high schools throughout the United States' ten most impoverished cities according to data from the U.S. Census Bureau. The boxes will include four special-edition bars for each of the 50,000 students attending these schools, with wrappers decorated by the winner of a design contest conducted among these students in August.

Anne Marie Jones of Central School District in Jackson, Mississippi was announced as the creator of the winning wrapper design. She was awarded a \$2,000 scholarship for her postgraduate goals and the special-edition wrapper design will be used on our nut bars for the remainder of the calendar year.

The donation of over 200,000 KIND bars hopes to provide a nutritious breakfast to schools in need and fuel the classroom successes that lead to a kind, caring, and healthy future.

I would be thrilled to share more about The KIND bar's Birthday Initiative. If you are interested, I can offer you an exclusive interview with our founder, Daniel Lubetzky, to share more about why fueling education is important to us.

Feel free to email me at katrinahook@kind.com or call/text 717-808-1234 for more information.

Thanks,

Katrina Hook