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PRESS RELEASE

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Say Goodbye to Samaritans

Samaritans 365 Changes Its Name to Kindness Matters 365

BOCA RATON, FL, JUNE 25, 2019 – Samaritans 365 is announcing that they are rebranding themselves. As the organization evolves, they feel it's necessary that this evolution is reflected in the overall look and feel, as well as their name. As part of the rebranding process they decided they need a name that more fully reflects their mission of spreading gratitude, compassion, and kindness. As of now, they are officially known as Kindness Matters 365 (KM365).

While, legally, the foundation is registered as Samaritans 365, a 501(c)3 non-profit, they are doing business as Kindness Matters 365.

To those heavily involved in the organization this change will not come as a surprise. Kindness Matters 365 is hoping that this rebranding will serve as a refresh for the non-profit as a whole. This change is meant to reinvigorate the participants who have been with the group since the conception of "Samaritans 365" and have supported its expansion.

They want it to be known that a change in name does not mean a change in focus. Now more than ever, the organization is committed to supporting its programs—spanning 9 states—and working hard on implementing their Social Emotional Learning based program in schools.

Kindness Matters 365 asks that anyone who produces any sort of publication on behalf of their program to please use the new organization name; this includes flyers, posters, emails, letters, social media etc. KM365 is excited about the rebranding process and their new name, and they hope you are too!

About Kindness Matters 365

Kindness Matters 365 was started in 2008 by one mom in Boca Raton, FL for a group of 40 children. Since then the foundation has grown to a successful 501(c)3 non-profit organization with over 3,000 participants including kids in pre-school through college, adults and families of all ages. Kindness Matters 365 provides a service-learning based Social Emotional Learning (SEL) kindness curriculum in order to achieve its mission: to create and sustain a global kindness movement by inspiring and educating all to contribute to the world through acts of gratitude, compassion and kindness. Learn more at www.KindnessMatters365.org.

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