



## About

Kindr is an iPhone app that makes it fun and easy to brighten someone's day by sending short, thoughtful, and often funny, messages. For more information please visit [www.kindr.me](http://www.kindr.me)

## Research on the Benefits of Kindness

- **Kindness creates happiness:** "People who engage in kind acts become happier over time. When you are kind to others, you feel good as a person -- more moral, optimistic, and positive." – Sonja Lyubomirsky, Ph.D., professor of psychology, University of California, Riverside<sup>1</sup>
- **Kindness builds goodwill:** "Kindness can jumpstart a cascade of positive social consequences. Helping others leads people to like you, to appreciate you, to offer gratitude. It also may lead people to reciprocate in your times of need. Helping others can satisfy a basic human need for connecting with others, winning you smiles, thankfulness, and valued friendship." - Sonja Lyubomirsky, Ph.D., professor of psychology, University of California, Riverside<sup>2</sup>
- **Make kindness a habit:** "It's kind of like weight training...we found that people can actually build up their compassion 'muscle' and respond to others' suffering with care and a desire to help." – Helen Weng, researcher, University of Wisconsin, Madison<sup>3</sup>
- **Kindness is better with friends:** A recent study published in the Journal of Happiness and Development found that giving to those with whom you share a social connection (such as family and friends) can improve the happy feelings that come with being generous.<sup>4</sup>
- **Kindness is contagious:** A 2010 study published in the *Proceedings of the National Academy of Sciences* revealed how positive behaviors can spread through social networks: "goodness spurs goodness; a single act can influence dozens more." – James Fowler, University of California, San Diego and Nicholas Christakis, Harvard University<sup>5</sup>

## Famous Quotes about Kindness

*"Three things in human life are important: the first is to be kind; the second is to be kind; and the third is to be kind."* - **Henry James**

*"Kind words are short and easy to speak, but their echoes are truly endless."* - **Mother Teresa**

*"Be kind, for everyone you meet is fighting a hard battle."* - **Plato**

*"When we feel love and kindness toward others, it not only makes others feel loved and cared for, but it helps us also to develop inner happiness and peace."* - **The 14th Dalai Lama**

*"Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you."* - **Diana Spencer, Princess of Wales**

*"Kindness is the golden chain by which society is bound together."*- **Johann Wolfgang Von Goethe**

*"Kindness can become its own motive. We are made kind by being kind."*- **Eric Hoffer**

*"Unexpected kindness is the most powerful, least costly, and most underrated agent of human change."*  
- **Bob Kerrey**

*"The best portion of a good man's life: his little, nameless, unremembered acts of kindness and of love."*  
- **William Wordsworth**

*"No act of kindness, no matter how small, is ever wasted."* - **Aesop**

**CONTACT:**

Please use subject line: PRESS INQUIRY

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<sup>1</sup> Source: <http://sonjalyubomirsky.com/wp-content/themes/sonjalyubomirsky/papers/LLinpress.pdf>. Referenced in the press:  
[http://www.huffingtonpost.com/priya-advani/random-acts-of-kindness\\_b\\_3412718.html](http://www.huffingtonpost.com/priya-advani/random-acts-of-kindness_b_3412718.html)

<sup>2</sup> Source: Lyubomirsky, Sonja (2008-12-30). The How of Happiness: A New Approach to Getting the Life You Want. Penguin Group

<sup>3</sup> Source: <http://pss.sagepub.com/content/early/2013/05/20/0956797612469537.abstract>

<sup>4</sup> Source: <http://www.inderscience.com/info/inarticle.php?artid=55643>

<sup>5</sup> Source: <http://www.wired.com/wiredscience/2010/03/kindness-spreads/>

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