



Expert Reveals Kindness Is the Solution to Bullying *A New Way to Look at Bullying*

The tragic results of bullying frequently make the news: students turning to cutting, bulimia, anorexia, and, in extreme cases, suicide. But what causes children to bully others?

“This will surprise you to learn, but the bully and the victim are mirror images of each other,” bullying prevention expert Gabriella van Rij [pronounced “Ray”] reveals. In her latest book, *I Can Find My Might*, part memoir and part self-help, Gabriella provides insight into the thought processes of both victim and bully, and through clear language and with stories from today’s students she gives practical guidance on what children should do with this knowledge.

Gabriella is familiar with the traumatizing effects of bullying. At three years old, she was adopted from an orphanage in Pakistan to a diplomat's house in the Netherlands at a time when cross-cultural adoptions were unheard of, subsequently struggling with intolerance and racism for the first half of her life. She has since become a widely acclaimed international activist, speaking in English and Spanish at school assemblies and counseling parents and school faculty on bullying trends.

“Nobody strikes another being coming from a positive place,” Gabriella states, contending that the solution to many of the problems students face with bullying and cyber torment can be resolved through basic human decency toward each other, which is the premise of her ball of Human Kindness® campaign launched in November 2013. “As a society, we have dropped the ball of Human Kindness®. Will you help me pick it up?”

The campaign involves visiting 50 cities across the US, after which Gabriella will present the ball of Human Kindness® to the Commander in Chief at the White House. Her documentary, *Our Silence Is Complicity: Today’s Students Suffer Behind Closed Doors*, has been released.

“One moment, one person, one kindness—is all it takes to help someone go from a negative space to a positive place, BE the difference!” says Gabriella about both bully and victim. “It is not too good to be true.”

SAMPLE INTERVIEW QUESTIONS:

1. Your latest book, *I Can Find My Might*, talks about how the bully and the victim are mirror images of each other. Explain more.
2. What advice do you have for parents of students that are victims of bullying?
3. What advice do you have for students with bullying tendencies?
4. Tell us about your four-step program.
5. What do you hope to accomplish with the ball of Human Kindness®?

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6. Why is kindness necessary in today's world?
7. How can we join your campaign?
8. What is your documentary about, *Our Silence Is Complicity*? What do you hope this documentary accomplishes?
9. What is the most startling thing you have discovered as you interviewed these students?
10. Where can viewers find out more about your campaign, your book, and your documentary?

ABOUT GABRIELLA VAN RIJ: The leading voice of the Kindness movement, Gabriella works to spread the message that we are all unique and we each have something to offer the person next to us. She has a non-profit 501(c)(3) foundation in the US and is based in Los Angeles, California.

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