



### **The Ball of Human Kindness® Campaign**

The ball of Human Kindness® movement began during November 2013 in Tulare, CA and has since made its way across the nation, making news wherever it goes. “The ball represents a child or adult someone that does not know how to fit in or someone that feels it cannot belong; to a group, family or even your spouse or partner” says Gabriella van Rij [pronounced “Ray”], widely acclaimed international bullying prevention expert and Activist for Kindness. “As a society, we have dropped the ball of Human Kindness®. Will you help me pick it up?”

A tireless speaker and consultant to students and school faculty, Gabriella has been traveling across North America, speaking at school assemblies and providing a practical approach for ending bullying and cyber torment. She also speaks in many corporations and has recently (March 2015) added the Spanish language to her repertoire.

The campaign’s goal is both simple and audacious: After visiting 50 cities with the ball of Human Kindness®, Gabriella will present the ball to our Commander in Chief at the White House. “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. “It is not too good to be true.”

#### **Sample interview questions:**

1. What do you hope to accomplish with the ball of Human Kindness® campaign?
2. Why is kindness necessary in today’s world?
3. How can we join your campaign?
4. Tell us about your four-step program to end fear, bullying and cyber torment.
5. I hear you also recently published a book, *I Can Find My Might*. Tell us a bit about it.
6. What is your documentary about, *Our Silence Is Complicity*? What do you hope this documentary accomplishes?
7. 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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