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KISSBANK

A TSUNAMI OF 'KISSES' TO MAKE A BETTER WORLD

Kissbank.com – the online hub of global kindness – today launched a campaign to 'Kiss the World Better' to counter the tide of violent and cruel images on screens around the world.

"Our mission is to make KissBank's 'Kiss of Kindness', the global sign of kindness", said KissBank co-founder Bob Duffield.

"We are daily bombarded with news reports and images of violence and cruelty," said Bob. *"But there is a better, kinder side to human nature which rarely makes the news."*

"We aim to disperse over SEVEN BILLION KISSES OF KINDNESS – that's one for every person on the planet. They will show up everywhere – on walls, on Facebook, in photographs, in emails. We are inviting people all over the world to join us. Every time you see a 'Kiss of Kindness' you will be reminded that kindness exists in the world."

"It's easy to download the 'Kiss of Kindness' from KissBank.com. Then send it on to everyone you know. With your help it will go viral and lift our spirits in these dark times." said Bob.

The kindness philosophy behind KissBank is based on scientific evidence that human genes for kindness and compassion are at the heart of our evolutionary success.



The Kiss of Kindness

KissBank.com is home to a new kind of journalism, with films and reports about human beings at their best. It is also the hub of a new global currency of kindness – 'Kisses' – which are sent and received to reward kind people.

Bob Duffield adds: *"There is little we can do to reverse the bad side of human nature – but we can amplify the good side. 'Kissing the World Better' seeks to re-affirm that we are surrounded by kind people. All we have to do is to 'See Kindness, Send a Kiss'."*

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