

Media Pitch Final

To: eanderssen@globeandmail.com

From: ashsev@byu.edu

Subject: New study: A weekly act of kindness can reduce loneliness

Hi Erin,

I saw that you're currently on a year-long investigation into happiness. As someone searching for more happiness myself, your findings are significant and impactful. Your interest in well-being is why I think you'd like this study done by professors at BYU.

Each week for a month 4,000 participants across three countries committed to doing an act of kindness—and the results speak for themselves. I also saw that you covered a story about a woman in Ottawa who served the community around the holiday season, and just as there was a positive impact on those people, participants in the KIND challenge saw an increase in community and a decrease in loneliness. The best part: anyone can do it.

Let me know if I can send you the study.

Best,

Ashlee Sevilla

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