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Mayor Launches Youth-Driven Kindness Initiative

ABQKindness: A Tool to Track Kindness

Albuquerque- Today, Mayor Richard J. Berry and the Mayor's Youth Advisory Council (MYAC) launched the ABQKindness initiative alongside a mobile app that will promote, track and celebrate acts of kindness across Albuquerque. The initiative is aimed to spread kindness around Albuquerque and a challenge to log one billion acts of kindness modeled after the [City of Kindness](#) initiative.

The inspiration for the initiative came from a [text message](#) sent eight months ago from Anaheim, California's Mayor Tom Tait, challenging Mayor Berry to reach one million acts of kindness. Mayor Berry immediately accepted this challenge and has collaborated with MYAC and local organizations to roll-out what is now called ABQKindness. Many local schools, businesses and non-profits have collaborated to lend their support of ABQKindness, including: Albuquerque Volunteers Board, Albuquerque Faith Leaders, Albuquerque Public Schools, Albuquerque Community Foundation, United Way of Central New Mexico, Corporate Volunteer Council, Nusenda Credit Union, the University of New Mexico, PNM, Junior League of Albuquerque and Junior Achievement.

The goal of the campaign is to spread awareness of the importance of kindness across Albuquerque.

"It is my belief that you are never too old or young to implement kindness in your everyday life," remarked Mayor Berry. "Albuquerque is already a great city with great, kind people, but you can never show too much kindness to your neighbor. We have exceptional youth in our community and I know they will lead the way to show adults just what it means to be kind."

Mayor Berry invites all Albuquerque citizens to download the free app, called ABQKindness, from the Apple or Android app stores. Each act of kindness submission will count towards Albuquerque's overall acts of kindness and will be tracked within the app. To start tracking acts of kindness on the app, follow these steps:

1. Visit [Apple's APP Store](#) or Google Play's Android store
2. Search for "ABQKindness" and download the app
3. Once downloaded, open the app
4. Tap anywhere on the home screen to submit an act of kindness

Like Mayor Berry, fifteen additional cities and organizations have launched similar campaigns, with the nonprofit City of Kindness supporting their efforts to spread kindness.

Please follow @ABQkindness on [Facebook](#) | [Instagram](#) | [Twitter](#) for more information.

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