

PRESS RELEASE

Winston & Strawn Joins Lady Gaga's Born This Way Foundation for Launch of Second Annual "21 Days to Be Kind" Challenge

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NEW YORK – On August 14, 2019, Winston & Strawn LLP joined Lady Gaga's Born This Way Foundation for its second annual 21 Days to Be Kind Challenge to encourage young people, families, and teachers to build habits that foster kindness and promote the strength and wellness of their communities.

Inspired by the idea that habits are formed by repeating an activity for 21 consecutive days, the challenge calls on participants to practice an act of kindness each day from September 1 to September 21. The challenge, which will culminate on the U.N. International Day of Peace, is an opportunity for schools and colleges to kick off the new school year by establishing kinder habits that will last all year, and for corporate partners, nonprofit partners, and all other participants to head into the fall with a spirit of compassion and action.

"Engaging in simple acts of kindness every day enhances the mental well-being of all of us," said Jonathan Birenbaum, Managing Partner of Winston & Strawn New York office. "Cultivating a culture of mutual respect and appreciation among colleagues is a core value of our law firm, and we are thrilled to support Born This Way Foundation's '21 Days to Be Kind Challenge' as part of our 2019 Year of Mental Health initiative, a collaboration of our Winston Wellness, Winston University, and Coaching & Well-Being programs."

"We were overwhelmed by last year's response to our BeKind21 Challenge. This year, we hope to build on the excitement we saw from thousands of people and dozens of partner organizations," said Cynthia Germanotta, co-founder, and president of Born This Way Foundation. "Kindness is a simple yet powerful practice. That's why we're inviting everyone to join us in establishing kinder habits and building a culture of kindness by putting kindness into action each day from September 1 to September 21—being kind to your body, mind, and community."

A growing body of research has demonstrated the tangible benefits of kindness, for communities and for individuals. According to a survey commissioned by Born This Way Foundation, young people who describe their environments as kind are also more likely to be mentally healthy. Performing acts of kindness has also been shown to boost reported levels of happiness, self-worth, and calmness while decreasing symptoms of depression.

Participants are encouraged to pledge their participation in the 21 Days to Be Kind Challenge here. Participants who take the pledge will receive daily emails starting on September 1 with exclusive kindness suggestions, tips, and inspiration from Born This Way Foundation's co-founders and partners, and have a chance to be featured on ChannelKindness.org.

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