



NEWS RELEASE  
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## **KIND Celebrates *Lights On Afterschool* – The Only National Rally for Afterschool Programs, To Be Held for the 20<sup>th</sup> Consecutive Year This Month**

KIND, which works “to make the world a little kinder,” is helping afterschool programs across the country celebrate the 20th annual [Lights On Afterschool](#) this month. KIND has provided more than 250,000 bars, free-of-charge, to afterschool programs that are joining the national rally for afterschool. The healthy snack company is also bringing a team to ten local events around the country to do fun activities with students and to recognize a parent, educator or volunteer at each site.

The [KIND Foundation](#) created [Empatico](#), a free online tool that connects classrooms around the world. Empatico connects groups of students ages 6-11 with peers domestically and worldwide through a combination of live video and activities. Its research-based activities are designed to spark curiosity, kindness and empathy. Teachers in every state, and in more than 134 countries, are using the tool and KIND is providing \$50 gift cards to afterschool programs that try it out.

“Afterschool and summer learning programs give children a chance to explore the world through play and expose them to cultural activities, as well as helping them to build a positive attitude towards school and community,” said Daniel Lubetzky, CEO of Kind LLC. “We are so pleased to recognize the great work of afterschool programs in giving kids opportunities to learn and grow and providing working families peace of mind. KIND is delighted to celebrate the 20th anniversary of keeping the ‘Lights On’ by working with afterschool programs across the country to provide kids and families healthy snacks and introduce them to Empatico and its user-friendly, free platform!”

“KIND is a generous and powerful ally in the work to support afterschool programs and make them available to all students and families,” said Afterschool Alliance Executive Director Jodi Grant. “Quality afterschool programs prepare children and youth to succeed in school and in life, keeping kids safe, inspiring them to learn, and giving working parents peace of mind. For *Lights On Afterschool*, programs showcase the skills students gain and the talents they develop in their afterschool programs. We expect to have the biggest and best *Lights On Afterschool* ever this month, when we celebrate the event’s 20th anniversary – and KIND will be a big part of our success.”

More than a million people across the nation and at U.S. military bases worldwide will turn the lights on for afterschool, on and around Thursday, October 24th. Organized by the Afterschool Alliance, the 20th annual *Lights On Afterschool* is expected to include some 8,000 events, including open houses, science fairs, fun runs, student showcases, academic contests, community service, sports competitions, and more.

For the 13th consecutive year, the New York skyline will shine for afterschool the evening of October 24<sup>th</sup> when the iconic Empire State Building is lit in yellow and blue to celebrate *Lights On Afterschool*. Afterschool supporters also will be lighting up local landmarks and buildings to show their support for afterschool programs.

The [America After 3PM](#) household survey of 30,000 families, commissioned by the Afterschool Alliance, found that participation in afterschool programs has increased to 10.2 million students nationwide – but the unmet demand is great. For every child in an afterschool program today, two more are waiting to get in. Unmet demand is especially high in rural communities and communities of concentrated poverty. One in five students in the United States is unsupervised after the school day ends.

Governments, parents, philanthropies, businesses and others support afterschool and summer learning programs, but investments are under threat.

On October 16, a new report from the more than 5,000 sheriffs, police chiefs, and prosecutors of the organization Fight Crime: Invest in Kids will spotlight abundant, powerful research documenting positive outcomes for children and teens who participate in high quality afterschool programs. The report is being released in conjunction with *Lights On Afterschool*.

KIND and Nickelodeon are generous sponsors of *Lights On Afterschool* this year.

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*The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. More information is available at [www.afterschoolalliance.org](http://www.afterschoolalliance.org).*