



FOR IMMEDIATE RELEASE

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#kindnessisthecoolest

### **New Grassroots Movement Teaches Kids How to be Kind and Brave**

Bullying Prevention Company Gives Kids Tools they Need for Positive Social-Emotional Development.

Libertyville, IL (May 18th, 2016) - Fox and Trove are on a mission to change the world kids grow up in by teaching them how to be kind and brave. The bullying prevention company currently offers three comprehensive programs - a **kindness assembly program** for preschools and kindergarten classrooms, **curriculum-in-a-box** for out of state schools and **Camp Kind**, a summer camp for kids ages 3-6. To ensure their message travels far and wide, they also have a line of **Kind and Brave graphic tees** for all ages.

Research shows the single most effective way to stop bullying is to prevent it before it even has a chance to start by teaching kids during the formative years of 3 and 6 how to be kind. Fox and Trove go one step further and teach bravery along with kindness because kids who stand up for themselves and others effectively are significantly less likely to be a target of bullying and more resilient to its effects. Not only are kind and brave kids statistically less likely to be involved in bullying, they are also far happier, healthier mentally and physically and more likely to grow into happier, healthier adults.

Jami Schaer, founder of Fox and Trove, shares "My passion is building resilient happiness in our future generation. That's what we want for all kids. A happiness so strong it will protect their hearts when we can't, empower them to make good choices, be good people and get back up when they fall. I believe this all starts with teaching kids how to be kind and brave."

Fox and Trove's research-backed and age-appropriate bullying prevention programs build on the concepts of empathy, emotion regulation, conflict resolution, self-calming techniques and pro social behavior. To ensure each program is of the highest standard, they are thoroughly reviewed and approved by a child therapist and former elementary school principal.

"We're so excited about the future" co owner Laura Wood tells us. "Fox and Trove is no ordinary company, we're a grassroots movement. We plan to quickly expand our offering to elementary and middle schools and also parents and caregivers. Kindness is a journey, and we plan to be there with you throughout."

Jami and Laura are very passionate about changing the world and giving back. Each month, Fox and Trove donates 10% of their apparel sales to charity. In the month of May PACER's National Bullying Prevention Center is the chosen organization.

Learn more about Fox and Trove at [www.FoxandTrove.com](http://www.FoxandTrove.com) and be sure to connect with them on social media @foxandtrove.

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