



MARS

KIND Introduces New Commitments to Support Racial Equality

Through Partnerships with Historically Black Colleges and Universities, KIND Supports Continued Work to Address Racial Inequities

NEW YORK (January 11, 2021) – This past year has been marked with pain: a global pandemic, an intense and divisive political climate, and alarming incidences of racial injustices coming to the forefront across the country. And while it's a new year, our work to achieve true equality – for all – is far from over.

[KIND Healthy Snacks](#) (KIND) today announces its continued efforts to help address the inequality and inequity facing Black, Indigenous, People of Color communities across areas of racial justice, education, food & health and representation. In partnership with the [National Collaborative for Health Equity](#) (NCHE), an organization striving for racial justice to create a more equitable society for all Americans, KIND is committed to taking new actions across the following areas:

- **Racial Justice:** [The KIND Foundation](#) is donating \$100,000 to racial justice organizations, such as NAACP Legal Defense Fund and Equal Justice Initiative.
- **Education:** Adopting two historically Black colleges and universities, Florida A&M and North Carolina A&T State Universities, to help further support and provide opportunities for tomorrow's changemakers. Through this adoption program, KIND has committed to fund over \$100,000 in student scholarships and create a program that offers students opportunities to earn internships, career coaching, and networking.
- **Food & Health:** Releasing its second-annual KIND EQUALITY bar in support of the next generation of changemakers. The bar represents a world that's beautifully diverse, inclusive and equitable. A world that we all need to continue to build. KIND will also be donating one million of its bars to food insecure communities with NCHE's assistance and has made a donation of \$25,000 to support NCHE leaders addressing food security and injustice in local communities.
- **Representation:** Adjusting its KIND Kids™ packaging to be more inclusive and reflect America's diversity.

"People of Color have been disproportionately exposed to long-standing inequalities rampant across our healthcare system, economy, and society," says Daniel Lubetzky, KIND's Founder and Executive Chairman. "Overcoming these challenges will require all of us to deepen our commitment to standing up against injustice and taking stock of our own actions, big or small, each day. As a global brand and movement, KIND has an even greater opportunity and responsibility to make an impact."

"Racial injustice, inequality and inequity create a public health crisis that we must all be committed to addressing and solving together," says Gail Christopher at the National Collaborative for Health Equity. "We're thrilled to be taking action and collaborating with KIND to help ensure the next generation experiences an equitable and inclusive society that prioritizes health and well-being in our country."

Part of [the multi-year KIND Snack & Give Back Project](#), the KIND EQUALITY bar incorporates silhouettes representing people with various skin tones uniting together for equality. The bar comes in one flavor, Salted Caramel Dark Chocolate Nut, and is available on [kindsnacks.com](#), [amazon.com](#), in-store at Meijer and Hy-Vee while supplies last.

For more information on the KIND EQUALITY bar visit [kindsnacks.com](#) and follow @KINDSnacks on [Instagram](#), [Twitter](#) and [Facebook](#).

About KIND

Since 2004, KIND has been on a mission to create a kinder and healthier world – one snack and one act at a time. Its iconic KIND® bars – made with real, recognizable ingredients – sparked the growth of an entirely new healthy snacking category. Today, KIND has a family of more than 100 snacks that offer solutions for a variety of occasions. All of KIND's products lead with a nutrient-dense first ingredient –

whole nuts, whole grains or whole fruit – and do not contain genetically engineered ingredients, sugar alcohols or artificial sweeteners.

Inspired by the belief that acts of kindness can be a transformative force for good, both the KIND brand and The KIND Foundation seek to inspire kindness and empathy. KIND was founded by [Daniel Lubetzky](#). To learn more about KIND, please visit www.kindsnacks.com and join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About NCHE

The National Collaborative for Health Equity promotes health equity by fostering racial healing and equity, harnessing data, and developing leaders, and catalyzing partnerships across the many different sectors that share responsibility for creating a more equitable and just society. Recognizing that action, leadership, and collaboration are the basis for driving policy decisions, we strive to connect people most impacted by social and racial injustices and to transform systems and institutions built on the enduring legacy of racism, particularly its less visible but more insidious—structural manifestations. In so doing we improve the health, well-being and life opportunities for communities of color.

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