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Jennifer Riordan Foundation Kicks Off Spark Kindness Campaign

Albuquerque, NM—How many acts of kindness does it take to lift up a community?

Beginning today at the New Mexico Bowl, the Jennifer Riordan Foundation is re-energizing the Albuquerque Kindness campaign by challenging Albuquerqueans to spread compassion through the ‘Spark Kindness’ app. The goal is to reach one million acts of kindness.

As a special challenge to launch the Spark Kindness app, students in five Albuquerque area schools (Eisenhower MS, Inez ES, Emerson ES, Carlos Rey ES, and Independence HS in Rio Rancho) have an early jump start to document acts of kindness, in hopes of winning a \$1,000 grant for their classroom.

The Spark Kindness campaign was started in 2012 by the City of Albuquerque. To date, there are more than 500 thousand acts shared. The goal is to get to one million. Everyone, including families, organizations, and businesses are encouraged to use the app to spark their own challenges to show acts of kindness

Jennifer Riordan tragically lost her life aboard Southwest Airlines flight 1380 on April 17, 2018. Her family and community want to keep her spirit alive through the Jennifer Riordan Foundation.

Jennifer’s vibrancy, passion, and love of philanthropy infused our community and reached across the country. Her impact on all those she touched will never be fully measured, but will be honored and continued.

“Not only did we lose a wife and mother, we lost a hero to our community.” Michael Riordan said. “Through the Foundation and through efforts like this spark kindness campaign, we hope to keep her spirit alive and well, and we encourage people to recognize kindness wherever they see it.”

Download the free app from the App Store or Google Play and start sharing your acts of kindness right away to help create a brighter, kinder Albuquerque, and always remember to be kind, loving, caring and sharing.

The Jennifer Riordan Foundation has been established as a donor-advised endowed fund at the Albuquerque Community Foundation. The fund will focus on four areas close to Jennifer’s heart: financial literacy, women’s empowerment, Albuquerque vitality and childhood education.

For more information on the Jennifer Riordan Foundation please visit:

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