



Blue Truck Driving Inspiring New Reality Program on World Kindness Day

FORT LAUDERDALE, FL (Nov. 13, 2013) – In conjunction with World Kindness Day, Blue Truck Media, Inc. announces development plans for a new reality television program aimed at making its audience happier and healthier in a unique and surprising way.

The Kindness Effect is a 30-minute, hidden camera program with a distinct twist. Similar in format to programs like *Candid Camera*, *Betty White's Off Their Rockers* and *Punk'd* – with one major difference. Instead of playing practical jokes on people, *The Kindness Effect* will “prank” people with random acts of kindness and aims to change lives along the way.

The series features both small and large “pranks” that, according to the producers, will play out in very eye-catching and unusual ways. Blue Truck’s stealth camera crews will travel the globe planting seeds of kindness and capturing the candid reactions of the unsuspecting, lucky recipients.

The program’s creator, Kristin A. Pelletier, wants the show to promote the health benefits of kindness while filling a void on television. “With so many negative stories in the news today, our hope is to bring something positive into view,” said Pelletier.

The idea stemmed from research Pelletier read on the health benefits of kindness. “Scientific evidence proves that kindness has tremendous health benefits; not only to the giver and the receiver but also the observer,” said Pelletier. “Imagine improving your mood and immune system just by tuning in.”

Allan Luks, researcher and author of *The Healing Power of Doing Good* feels Blue Truck Media is on the right track. “Helping others has significant health benefits,” said Luks. “It can help you live longer. This is factual. A show like *The Kindness Effect* can spread the word – helping others is what makes you feel good. It makes people think. Can I become a helper? Can I change my life?”

As part of the program’s promotional efforts, Blue Truck is hosting a Crowd Funding Campaign to build audience and draw potential program backers. To learn more, visit: <http://www.kickstarter.com/projects/thekindnesseffect/the-kindness-effect>.

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