

Press Release



Young school children from 12 London schools practising new peace empowerment tool: Peace Button

A New Child-led Mindfulness Programme Launched in London

FOR IMMEDIATE RELEASE

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A pioneering empowerment tool for children, 'Peace Button', is due to be launched in primary schools across the UK on the International Day of Peace (Sept 21) to help improve the quality of learning engagement with children and mitigate rising levels of stress and depression reported by children at schools.

The fun and easy breathing technique for 4–11 year olds invites children to connect to their 'Place of Peace' by placing their hands on their navel, focusing on their breath and experiencing their birthright: Peace.

The Peace Button movement is to be launched this October in St Joseph's primary school, Kensington and Chelsea, with it's empowering message that by cultivating an attitude of peace in ourselves we can create peace in our environment.

Rebecca Rainbow, an inner city primary school teacher for 22 years, developed the tool after witnessing children as young as four increasingly suffer from stress and anxiety at school.

www.peacebutton.org

“The goal of Peace Button is to help children become calm and centred at school or at home. This universal technique changes a classroom atmosphere from being agitated and noisy to calm and quiet in what seems like an instant. It has made all the difference to my classroom management and I wish I’d had it as a tool from the start of my career,” says Rebecca.

Peace Button has been formulated and trialled over the last two years with over 2,000 children in London schools. Children and teachers report that the method significantly improves the concentration and wellbeing of children in classrooms.

Remi Olajoyegbe, a former banker turned developmental coach and co-founder of Peace Button, sees the potential impact of this tool as a conflict deterrent for young people on a global scale. “The fact is – it changes the dynamic of a group of children in a simple and easy way. Increasingly we see a need for people to connect to one another with a peaceful and positive intention. In a world of much conflict Peace Button can only be a good thing.”

P.K., the Peace Kid, is Peace Button’s animated ambassador and helps children practice mindfulness in a fun way, any time, any place, anywhere. PK is a beacon of global inclusivity and sings a catchphrase to the children of the world: “Peace Inside = Peace Outside = Peace in The World.”

Quotes from Children:

“I use my Peace Button every day before school. It helps me ‘cos I was having some friends problems but now I feel more calm and happy and I have no friend problems any more.” **Lydia, age 6**

“Before I learned about Peace Button I would feel stressy when we had tests in school ‘cos I sometimes get stuck on the answers. Now I use my Peace Button before we start. It makes me calm and I am following my breathing and my mind has like a soft wave over it. Since I started using my Peace Button I am not feeling nervous or biting my nails before the test. And, I can I tell you – my marks have gone up!” **Deji age 8**

“I sometimes feel lonely in the playground at school because I moved schools. After Miss Rainbow showed us how to use our Peace Button and that we could use it like having a friend, what I found out was that when I concentrate on my breathing then it’s like I am a friend with myself! It made my eyes go inside myself and gave me a cosy feeling”
Mae, age 7

Note to editors:

Launched on September 21st – International Day of Peace. www.peacebutton.org

