

Media Information

[*HumanKind: Changing the World One Small Act At a Time*](#) by Brad Aronson

A national bestseller with real-life, feel-good stories about how one small deed can make a world of difference. "Elegant and wise" (Deepak Chopra), "The most uplifting and life-affirming book in years." (*Forbes*)

All book proceeds go to mentoring nonprofit Big Brothers Big Sisters.

A more detailed synopsis and author bio are further down in this document.

Coverage and Reviews:

"*HumanKind* has never been more timely. "

—**PEOPLE**

"*An elegant, wise book of love in action.*"

—**Deepak Chopra**

"*The most uplifting and life-affirming book in years*"

—**Forbes**

"*Extraordinary stories.* "

—**The Philadelphia Inquirer**

"*I think this might be the most beautiful book I've ever read. HumanKind has lifted my soul and brought me to tears in all the good ways.*"

—**Jane Green**, author of 18 New York Times bestsellers

"*I can think of no better way to better yourself and the world than giving HumanKind a read.* "

—**Tiny Buddha**

"*I believe we're all connected, and our purpose here on Earth is to help one another. In HumanKind, Brad Aronson shows us how to do this. The stories he shares will inspire you and, thanks to his practical tips, you'll feel empowered to act on that feeling and put kindness into action every day, in ways big and small.*"

—**Gabrielle Bernstein**, #1 New York Times bestselling author of *The Universe Has Your Back*

"*HumanKind is perfect for anyone feeling the weight of the world, itching to make a difference and not sure which direction to take. This book is a flashlight of well-written inspiring stories, simple lessons on kindness and specific ways to help.*"

—**Neil Pasricha**, Author of 7 New York Times bestsellers

"*Best books to read this year...*"

—**Belfast Live**

Awards:

Wall Street Journal Bestseller

USA Today Bestseller

Best inspirational Book of 2021.

—Independent Book Publishers Association Awards

Best Spirituality/Wellness Book

—Canadian Book Club Awards

Best Spirituality Book

—International Book Awards

Brad Aronson Bio:

Brad Aronson is a husband and a dad, and when he's holding the parenting reins, he likes to go all out. For him that means leading an egg drop competition from the third-floor window of his family's home or heading up indoor games of baseball and hockey, and then having to explain why something else is now in pieces. Luckily, his wife, Mia, is understanding.

Brad loves teaching entrepreneurship to youth in Camden, NJ. Everyone in his class starts their own business, which has led to many adventures in entrepreneurship.

One day, Brad hopes to be famous for co-founding a national holiday that features a seven-foot-tall orange tree and more than fifty stuffed monkeys (see chapter nine in *HumanKind*). In the meantime, he works with tech startups and writes books.

Brad is the author of the National Bestseller [*HumanKind: Changing the World One Small Act At a Time*](#). This heartwarming read shares real-life, feel-good stories about how one small deed can make a world of difference. "Elegant and wise" (Deepak Chopra), "The most uplifting and life-affirming book in years." (*Forbes*)

All proceeds from his book go to Big Brothers Big Sisters.

Background on the book:

Brad Aronson's life changed in an instant when his wife, Mia, was diagnosed with leukemia. Following her diagnosis, Brad spent most of the next two-and-a-half years either by Mia's side as she received treatment or trying to shield their five-year-old son, Jack, from the worst of Mia's illness. Amid the stress and despair of waiting for the treatment to ultimately work, Brad and Mia were met by an outpouring of kindness from friends, family and even complete strangers.

Inspired by the many demonstrations of "humankindness" that supported their family through

Mia's treatment and recovery, Brad began writing about the people who rescued his family from that dark time, often with the smallest gestures. But he didn't stop there. Knowing that the world is full of moments when a simple act of kindness transforms a life, he sought out these stories and shares some of the best ones here.

In *HumanKind*, you'll meet the mentor who changed a child's life with a single lesson in shoe-tying, the six-year-old who launched a global kindness movement, the band of seamstress grandmothers who mend clothes for homeless people, and many other heroes.

Brad also provides dozens of ways you can make a difference through the simplest words and deeds. You'll discover how sharing a meal or offering a little encouragement at the right time can change someone's world.

[*HumanKind*](#) will leave you grateful for what you have and provide a refuge from the negativity that surrounds us. This book is an uplifting reminder of what *really* matters and of how easily you can change a life—including your own.

All author royalties go to mentoring nonprofit Big Brothers Big Sisters.

Suggested questions:

How did you find the stories for the book?

A pandemic seems like good timing for your book. Did you plan for your book to come out during a pandemic?

How can we see the positive during such difficult times?

What do you hope people get out of the book?

The most popular part of my talks is usually when I share stories from the book, so you can always ask me to share a few stories or “another story”.

What makes an act of kindness so powerful?

What lessons did you learn about helping people through this book?

Can you talk about your inspiration for the book?

Many people are worried that they can't do enough to help others. What do you think about that?

What are examples of small acts of kindness that everyone can do?