



## FOR IMMEDIATE RELEASE

**Contact:** Christine Tarbet

**Phone:** (626) 564-0700

**Email:** christine.t@toolsforpeace.org

**STOP, BREATHE & THINK Nominated for Best Mobile Sites & Apps: Health & Fitness in the 19th Annual Webby Awards.**

*Pasadena, CA— April 9, 2015 –* The non-profit organization Tools for Peace announced today that its free mindfulness meditation app, **Stop, Breathe & Think**, is nominated for a **2015 Webby Award for Best Mobile Sites & Apps: Health & Fitness**. The app is one of five nominees for what *The New York Times* called the “Internet’s highest honor.”

Launched in 2014, Stop, Breathe & Think is a friendly, simple tool that guides people of all ages and backgrounds through meditations for

mindfulness, kindness and compassion. The app is available for free on iOS, Android, and the web at [app.stopbreathethink.org](http://app.stopbreathethink.org).

“When we created the Stop, Breathe & Think app, we wanted a simple, effective way to further support our students to become healthier, happier, and successful in school and life,” **said Jamie Price, Executive Director of Tools for Peace.**

“We are honored and delighted that our efforts to fulfill this need are now benefitting almost half a million people around the world who have downloaded our free app,” she added.

“Honorees like Stop, Breathe & Think are setting the standard for innovation and creativity on the Internet,” **said David-Michel Davies, Executive Director of The Webby Awards.** “It is an incredible achievement to be selected among the best from the nearly 13,000 entries we received this year.”

### **About Tools for Peace and Stop, Breathe & Think**

Tools for Peace (TFP) is a small 501(c)(3) non-profit organization dedicated to strengthening and supporting emotional and social intelligence as well as academic and professional success through its Stop, Breathe & Think mindfulness curriculum. TFP has developed the free Stop, Breathe & Think

to inspire kindness and create compassion in everyday life. Stop, Breathe & Think is available on iOS, Android, and the web at [app.stopbreathethink.org](http://app.stopbreathethink.org). Learn more about the app at [StopBreatheThink.org](http://StopBreatheThink.org).

### **About The Webby**

Hailed as the “Internet’s highest honor” by *The New York Times*, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Advertising & Media, Online Film & Video, Mobile Sites & Apps, and Social. Established in 1996, The Webby Awards received nearly 13,000 entries from all 50 states and over 60 countries worldwide this year. The Webby Awards is presented by the International Academy of Digital Arts and Sciences (IADAS).

### **About One Long House**

Tools for Peace worked with the creative cooperative One Long House (OLH) to make this app a reality. Founded in 2009, OLH is a network of talented individuals & small studios whose clients include: Hammer Museum, UCLA, Los Angeles Times, and the Natural History Museum of Los Angeles: [onelonghouse.com](http://onelonghouse.com).