

For Immediate Release

Media contact: Gaby Boehmer

[gboehmer@heartmath.org](mailto:gboehmer@heartmath.org)

(831) 338-8710

## **HeartMath Announces 100,000 Coherent Kids Initiative**

***Nonprofit Providing New HeartSmarts Adventure™ Learning Program at no Cost***

**Boulder Creek, Calif., Feb.18, 2020** – Senior officials with HeartMath Institute believe so strongly in the critical importance of emotional intelligence and healthy heart habits in children’s education that they have created the 100,000 Coherent Kids Initiative.

HeartMath Institute President Sara Childre announced the institute is giving away 100,000 copies of the HeartSmarts Adventure online program, which was previewed in the third quarter of last year. By the second week of February, well over 16,000 free copies had been distributed.

“We believe in this program for 4- to 6-year-olds,” Childre said. “We believe learning about the amazing qualities of the heart will help them develop a strong emotional foundation that will guide them throughout their education and throughout their lives.”

HeartSmarts Adventure is a blended, interactive learning program suitable for the classroom or home. Because it is entirely online, the program allows children to learn at their own pace.

No one is more familiar with the program than its chief creator, HeartMath Education Specialist and Senior Master Trainer Jeff Goelitz.

“After spending almost two years developing and testing it,” Goelitz said, “I have been very encouraged by the stories from educators, parents and youth specialists. They love it! They are reporting how the children are deeply engaged while learning new things about the physical heart as well as the heart’s remarkable intelligence and qualities such as care, appreciation and love.”

At the critical ages of 4 to 6, children are about to embark on or are just beginning their formal years of education, whether that is in a public or private setting or at home. HeartSmarts Adventure helps to prepare them for that structured learning as it takes children on what teachers and parents describe as a joyful journey.

To help instill the program’s lessons, children learn and practice three of HeartMath’s most popular techniques: Heart-Focused Breathing,® Heart Warmer® and Heart Shine®. These tools incorporate the latest neuroscience and HeartMath Institute’s nearly three decades of researching heart intelligence and emotions.

HeartSmarts Adventure is structured around six thematic adventures/units of instruction.

- **Adventure 1:** The Physical Heart
- **Adventure 2:** Healthy Heart Habits
- **Adventure 3:** Investigating Emotions
- **Adventure 4:** Emotions and the Heart
- **Adventure 5:** Getting Unstuck
- **Adventure 6:** Sending Love and Care

Within each adventure is an easy-to-use menu of five types of activity to deepen the learning experience: *Videos, Activities, Art & Music, Kids Talk* and *What Do You Know* (an assessment).

### A Wide Range of Engaging Learning Activities

- Simulate the muscle strength of the heart by following the video of a hand opening and closing.
- Sing along to six catchy original songs.
- Move to the changing pace of music, to speed the heart up and slow it down.
- Click the Exercise Spinner to activate one of three routines.
- Identify the unique beating-heart sound of the following: human, whale, hummingbird, owl and rabbit.
- Sort between fruits and vegetables.
- Press the Emotion Detective Spinner to learn about eight emotions and how they might play out in daily life.
- Roll the Emotion Dice, which asks students to identify or show a face of a particular emotion.
- Practice a series of simple self-regulation techniques guided by one of eight child avatars.
- Select and then carry out a specific act of love and care for a particular person.

###

### About HeartMath® Institute

HeartMath Institute (HMI), [www.heartmath.org](http://www.heartmath.org), is a 501(c) (3) nonprofit research and education organization headquartered in Central California. For more than two decades HMI has researched and developed reliable, scientifically based tools and programs through its research and education divisions that bridge the connection between heart and mind and deepen people's heart connection with themselves and others. The HeartMath methodologies offer hope of new and effective solutions for the many daunting problems that face society by restoring mental, emotional and physical balance and maximizing every individual's potential.