

Los Angeles Tribune Is Official Media Partner for Pásalo Pa'lante Global Kindness Movement 2026

Global movement seeks to inspire 1 billion acts of kindness across 195+ countries from November 1, 2026 through January 31, 2027

LOS ANGELES, CA, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- The [Los Angeles](#)

[Tribune has been named an Official Media Partner for](#)

[Pásalo Pa'lante](#) Global Kindness Season 2026, joining a growing global movement seeking to inspire 1 billion acts of kindness across more than 195 countries.

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*Moe Rock, Founder and CEO,
Los Angeles Tribune*

Founded by Chin Yao, [Pásalo Pa'lante](#), which means “pass it forward,” is built around a simple idea with an extraordinary reach: one act of kindness can create a ripple that extends far beyond the person who receives it.

The global initiative builds on the movement’s 2025 activation in Puerto Rico, which generated 1,135,096 certified acts of kindness in just five days. All 78

municipalities across Puerto Rico participated, with more than 270,000 students, teachers and educators engaged and more than 40 celebrities, influencers and professional athletes involved.

Now, Pásalo Pa'lante is taking that momentum worldwide, with 43,000+ schools across 120 countries already engaged as the movement works toward participation across 195+ countries.

Moe Rock, Founder and CEO of the Los Angeles Tribune, said being the Official Media Partner reflects the publication's belief in the power of media to influence culture and elevate stories that bring people together.

“Media has tremendous power to shape what people see, what they talk about and what they believe is possible,” Rock said. “Our goal is to disrupt the status quo of 17:1 negative to positive media and be intentional about publishing positive media to uplift the world. We are expanding this positive impact across the globe through our partnership with Pásalo Pa'lante.”

From November 1, 2026 through January 31, 2027, Global Kindness Season will encourage people around the world to make intentional commitments to kindness and put those commitments into action, creating a global ripple of empathy, compassion and human connection.

"Empathy and kindness can change a life," said Karen Hall, Editor-in-Chief and Executive Producer with the Los Angeles Tribune. "When we take the time to really understand someone, listen to them and let them know they matter, people feel seen and cared about. And when someone experiences kindness through genuine human connection, it can inspire them to extend it to someone else. Imagine the ripple we can create when a billion acts of kindness are happening around the world."

As an Official Media Partner, the Los Angeles Tribune is proud to support Pásalo Pa'lante and use its platform to shine a light on people doing good.

"As we amplify the stories of people and organizations participating in Global Kindness Season to uplift others, we have an opportunity to use our influence to increase visibility and inspire others to join the movement's worldwide call to action," explained Rock.

Chin Yao, Founder of Pásalo Pa'lante and the 1 Billion Acts of Kindness movement, believes that Global Kindness Season is ultimately about something larger than achieving a numerical milestone; it's about people connecting with one another.

Rohini Kalsi, a member of the movement's global leadership team whose work centers on United Consciousness and Radical Love, is supporting the international expansion of Pásalo Pa'lante and the coordination of the Global Kindness Season.

The initiative will include a globally synchronized kindness moment on November 11 at 11:11 a.m. in every time zone, bringing people across the world together around a shared intention of kindness and human connection, culminating in a Kindness Summit produced by Karen Hall and sponsored by Moe Rock and the Los Angeles Tribune.

Individuals and organizations are encouraged to make the largest meaningful commitment to acts of kindness they believe they can fulfill during Global Kindness Season. Acts can be simple, from listening to someone who needs to be heard or helping a neighbor, to larger commitments involving schools, companies and organizations mobilizing their communities.

The movement's organizers envision kindness spreading person to person, community to community and country to country, creating what they describe as a "global tsunami of love."

About Chin Yao and Pásalo Pa'lante

Chin Yao is the Founder of Pásalo Pa'lante and the visionary behind its global effort to inspire 1 billion acts of kindness by bringing together people, organizations and communities around the world to take intentional action through kindness. Following its record-setting 2025 activation in

Puerto Rico, Pásalo Pa'lante is expanding its efforts globally through Global Kindness Season 2026, with a goal of inspiring 1 billion acts of kindness and creating a measurable ripple of compassion and human connection around the world.

About Moe Rock and the Los Angeles Tribune

Led by Founder and CEO Moe Rock, the Los Angeles Tribune is a media organization focused on journalism, leadership, business, culture and stories that create meaningful impact. The Los Angeles Tribune reaches a global audience through digital journalism, broadcasts, interviews, events and strategic media initiatives.

About Karen Hall

[Karen Hall is a Psychological Safety Keynote Speaker](#), bestselling author, Editor-in-Chief and Executive Producer with the Los Angeles Tribune. The founder of Momentum Media, she equips leaders to create psychological safety by using emotional intelligence to regulate their nervous systems and build trust, increasing engagement, innovation and productivity. She also hosts The Hero Within Podcast, ranked in the top 2.5% globally.

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