



## #TinyMatters Inspires Action and \$10,000 Donation to Big Brothers Big Sisters

A growing movement and viral video bring about a big donation to charity.

**Shellsburg, IA, May 30, 2017** – Tiny actions have a mighty impact. A tiny heirloom popcorn seed, family farmed since its discovery by Samuel Kelty in the 1850s, was nearly lost forever. Fast forward generations to Samuel's great-great-great grandson, Richard Kelty, who took the only jar left of the rare seeds, planted them and cared for them as they began to grow. Having difficulty with the yield, he hired farmer and soil consultant, Gene Mealhow, to help. Within a year of working together nurturing the seed, Richard and Gene vastly improved the yields and rescued this once nearly extinct variety. Today, Farmer Gene Mealhow continues to cultivate and nurture [Tiny But Mighty Popcorn](#) for all to enjoy.

Much like this tiny seed, a disadvantaged child who is nurtured and mentored is able to thrive, inspiring Tiny But Mighty Popcorn to spread the #TinyMatters Movement and donate \$1 to Big Brothers Big Sisters of Metropolitan Chicago for every unique share of [their recent viral Facebook video](#) receives, up to \$10,000.



[Click here to share the video now.](#)

To help inspire others to share and join the movement, Tiny But Mighty has created the [#TinyMatters Giveaway](#), where entrants can take action and win thousands of dollars in prizes.



[Click here to join the giveaway now.](#)

The team is hitting the road with a Mobile Pop Up Tour to spread the word and galvanize people behind the #TinyMatters Movement.

For the full story, check out: <http://tinymatters.social/movement-pr>.

[“All children should be given the opportunity to succeed and thrive. We are thrilled to help,” says Farmer Gene Mealhow.](#)

Jeremy Foster, CEO of Big Brothers Big Sisters of Metropolitan Chicago, shares, “At a time when our metro area is facing major challenges, Big Brothers Big Sisters of Metro Chicago will continue to arm children with the power of mentorship. We see firsthand how the positive influence of a Big Brother or Sister impacts our Littles and has a ripple effect throughout their own communities. Our partnership with Tiny But Mighty is helping us grow our impact.”

#### **About Tiny But Mighty Popcorn:**

Tiny But Mighty Popcorn is an ancient heirloom, Non-GMO popcorn with tiny, hullless kernels packed with flavor. The thin outer hulls virtually disintegrate when popped, so it won't get stuck in your teeth and is easy to digest. Tiny But Mighty is committed to making the best popcorn ever. This applies to every aspect of the farming and production process. Farmer Gene personally tends to seed selection, cultivating the soil and fields to provide the most healthy, natural growing conditions and most naturally flavorful popcorn.

For more information, contact Linda Rosenberg at [linda@lmarketingconsulting.com](mailto:linda@lmarketingconsulting.com), 310.871.9537, or visit [www.tinybutmightyfoods.com](http://www.tinybutmightyfoods.com).

#### **About Big Brothers Big Sisters of Metropolitan Chicago:**

Big Brothers Big Sisters of Metropolitan Chicago's provides children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever,



helping them succeed and thrive in life. As Metro Chicago and Northwest Indiana's largest donor and volunteer supported mentoring network, BBBSMC makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), to develop positive relationships that have a direct and lasting effect on Metro Chicago youth and the communities in which they live.

For more information, contact Kristine Brown at [brown@bbbschgo.org](mailto:brown@bbbschgo.org), 312.207.5605, or visit [www.bbbschgo.org](http://www.bbbschgo.org).

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