RALEIGH, N.C., January 18, 2016 – On Thursday, January 21, HealthBeMe launches “Go Do Good” Day (#GoDoGood). The aim is to shift the news & the outlook away from greed, corruption, terrorism and mass shootings to a day that celebrates & inspires ‘good’. So this is no school shooting, to inspire and spread ‘good’ we are hosting the first ever school ballooning. Both of NC State campuses will be covered with 2,000 custom printed orange balloons (saying GODOGOOD - 100% eco-friendly) and each tagged with an index card suggesting a random act of kindness to complete that day. A huge 5’ TV cut out will be in Talley to allow people share their own ‘good news’. Fresh snacks, coffee and chair massages given away. Our team, plus a few acapella singers will be singing genuine compliments to students/staff. Thank you cards will be sent and available to students to thank teachers who have made a difference in their life. Posters and banners will proudly fly spreading ripples of good deeds. HealthBeMe hopes to fill daily news and social feeds with positive and uplifting messages of kindness, compassion and hope.

Several departments and schools plan to participate including: Engineering, Computer Science, and Social Entrepreneurship Schools, among others. A few campus businesses will be supporting. Some Port City Java coffees and University Dining lunches will be free. Each recipient gets a card rather than receipt saying the coffee is free ‘All we ask is that you pay it forward’. “A day filled with doing good, with a local University, by a local tech startup...that is the essense of community for us,” say Liz Tracy, Director of Community Engagement at HQ Raleigh.

Early this week, the nation celebrated and honored the life of Dr. Martin Luther King, Jr. with its annual day of service in communities throughout the country. Dr. King, a well renowned proponent for civil rights, strongly encouraged service and elevated its importance - “life’s most persistent and urgent question is: what are you doing for others.” Additionally one of the most recognizable victims to gun violence, Thursday’s event is also especially timely with President Obama’s executive action in early 2016 to tighten gun restrictions at the federal level in an attempt to curb gun violence.

"HealthBeMe represents a growing campus presence of emerging social enterprises that have at their core a mission to do good in the world," says Elizabeth Benefield, Director of Social Entrepreneurship at NCSU. The campus launched an initiative to support social entrepreneurs in December of 2013 and houses an institute to mentor, nurture and develop students with hands-on learning opportunities in the burgeoning field. “HealthBeMe is a
powerful idea that has great potential to change the way we access and manage our healthcare, and is uniquely bringing together many pockets of campus expertise.

Event Details

**Date:** Thursday, January 21, 2016  
**Time:** Full visual campaign launches at 8AM EST and concludes at 5PM EST  
**Location:** NCSU Centennial Engineering Building > Hunt Library and Main Campus, Talley Student Union, Raleigh, NC (Most of the interactive activities will be in Talley)

About HealthBeMe

Launching in the summer of 2016, HealthBeMe is a social platform with a vision to humanize healthcare. Our platform features an easy to use personal health management tools combined with a caring and knowledgeable community to be the go-to place for better health. HealthBeMe exists to help people live healthier and happier lives by building health and wellness communities inspired and rewarded by ‘doing good’ for one another. HealthBe'Me’ by the power of ‘We’.

To learn more, visit [www.healthbeme.com](http://www.healthbeme.com).  
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