



The Kids Write Network and Beyoncé's acclaimed featured dancers Les Twins unite to promote youth mental health through movement across America

MONTREAL, May 30th, 2023 – Les Twins, renowned professional dancers have teamed up with Kids Write Network (KWN), to raise awareness about youth mental health through the power of writing and movement. KWN, a scientifically validated program researched and evaluated by McGill University follows a six-step process that combines positive psychology with neuroscience.

The Kids Write Network's **RISE for Mental Health Tour (RMH)** with **Les Twins**, has been generating excitement and support from educators across North America with their tour of schools and hospitals. The Kids Write Network program is the only mental health program that has been adapted into school curricula as it can be implemented into any of the four art disciplines: writing, illustration, music, and now, with Les Twins, dance.

Les Twins and the Kids Write Network first launched in Montreal, Canada in November 2022 with their Rise for Mental Health tour generating an overwhelming demand from 500 schools and educators.

We are humbled by the opportunity to teach kids the importance of mental health and awareness through our art. Partnering with the Kids Write Network has been such an important platform for us as we work to inspire the next generation," said Les Twins.

The RMH tour aims to increase awareness of mental health concerns and emphasizes the importance of investing in programs that promote positive mental well-being in young people. The program's focus is on reducing bullying and peer pressure, promoting inclusivity, and fostering peer-to-peer support.

To meet the overwhelming demand, the KWN has hired Deloitte to scale their AI prototype. "The digitalization of this scientific program is made possible with Artificial Intelligence. The embedded AI algorithm, **TwinBot**, will improve cognitive performance and general well-being by mirroring the user's best self, while providing structured and accurate data that educators, physicians and specialists can easily interpret to provide additional support if needed. This app will also allow speech to text recognition, movement analysis and interpretation. This unique innovation will therefore amplify the impact that KWN has had in the past, which can be demonstrated by the numerous testimonies from schools," says Deloitte's Malik Deme, Global Investment and Innovation Incentives Strategist.

Always setting trends, Les Twins are launching their new collaboration with Lazypants. Les Twins partnered with Lazypants to promote their design of comfortable sweatpants for all who want to move and groove with ease, without sacrificing style. A portion of the profits generated from this collaboration will be donated towards the Rise for Mental Health Tour.

Off the heels of an exciting summer for Les Twins, the RMH North American tour will make its debut in the United States in **October 2023** at **Pace Academy in Atlanta, Georgia** and will continue to travel to schools in key markets across the United States throughout the 2023-2024 school year.

Visit www.kidswritenetwork.com and www.LesTwins.co to learn more about this dynamic collaboration and how Les Twins and the Kids Write Network are empowering youth through creative expression. These websites offer in-depth information on the partnership as well as insights from Les Twins and the Kids Write Network team.

Help us spread the word about this incredible initiative and the positive impact it's having on young people globally.

Les Twins

Les Twins started dancing on the streets of Paris at 13 years old. They rose to prominence in Europe, teaching thousands of students, which eventually led them to Russia and Japan. They became worldwide sensations after a video of their performance on the San Diego leg of the World of Dance tour went viral with over 84 million views and being Beyoncé's dancers for over a decade. They broke barriers by being the first dancers signed to the Jordan brand as artists, personally handpicked by Michael Jordan himself.

Kids Write Network

The [Kids Write Network](#) (KWN) program is designed to help students learn to communicate and work through negative experiences and build confidence and resilience.

Since 2012, the KWN has been implemented in schools across Canada, worked with cancer patients, cancer survivors, high and low functioning youth on the spectrum as well as military living with PTSD. It is the first program that has been adapted to 4 art disciplines making it easy for teachers to use in different classrooms.

Lazypants

Founded in Toronto in 2012, Lazypants is a fashion-forward brand of sweatpants made for your "leisure lifestyle". Lazypants are meant to bring comfort and style to any outfit, anytime. From a cozy night at home to a night out in town and anything in between. Lazy pants are the ultimate in versatile leisurewear. We pride ourselves on accessible styles that can be worn by the whole family.