



Words of Hope 4 Life

HUG BUDDY POSTCARD PROJECT

From a Simple Gesture to a Global Movement The Heartfelt Journey of the Hug Buddy Postcard Initiative

The Hug Buddy Postcard initiative by Words of Hope 4 Life (WOH4L) is a heartwarming example of how a simple act of kindness can grow into a global movement with a profound impact. What started as a gesture by 9-year-old Avery to comfort his Nana has blossomed into a symbol of love, connection, and emotional support. With over 70,000 postcards distributed as of 2025, the Hug Buddy Postcard project has touched countless lives, reminding people that no one is ever truly alone.

The project's timeline showcases its rapid growth and expanding influence:

- **2021:** Avery, at just 9 years old, creates the first Hug Buddy design to comfort his Nana as she prepares to move away. Later in the year, the Words of Hope 4 Life team collaborates with Avery to create the first set of Hug Buddy Postcards. They are distributed to hospitals, schools, and individuals needing emotional support.
- **2021:** The Hug Buddy Postcard Project earns a Guinness World Record for the longest line of postcards with over 23,000 postcards, forming a record-breaking line. This milestone marks the beginning of the project's widespread recognition.
- **2022:** The initiative continues to gain momentum, with more postcards sent across the United States. The focus on mental wellness and spreading kindness remains central, and WOH4L officially adopts the acronym "HUG," which stands for Hug, Unity, and Growth. Reflecting the mission of fostering connection, promoting emotional healing, and supporting personal growth.
- **2023:** The Hug Buddy initiative expands further as part of the Words of Hope 4 Life movement. By this time, over 50,000 postcards have been distributed to individuals in need of love and support. These postcards have also served as a bridge for people looking to make new friends or strengthen bonds with existing companions. Showing that the initiative is not only about providing comfort in times of hardship but also fostering meaningful connections.
- **2025:** By now, more than 70,000 postcards have been distributed across the country, remaining free to anyone in need. The Hug Buddy cards continue to serve as a symbol of hope, love, and healing. Reaching those who might need a reminder that kindness still exists in the world.

This initiative's success lies not only in its distribution but also in its capacity to bring people together; whether they're seeking emotional support, trying to form new relationships, or strengthen existing ones. The Hug Buddy Postcard project reminds us that even small gestures can ripple out and create lasting change, reinforcing that kindness has the power to unite and heal.

Through Avery's simple idea, the Hug Buddy has become a beloved symbol of love and connection, and as it continues to evolve, it serves as a testament to the enduring impact of kindness in a world that needs it more than ever.