

Media Alert

FOR IMMEDIATE RELEASE

New App Helps Students Spread Hope During The COVID-19 Pandemic

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BELOIT, WI - Altruize, a mobile application that aims to change the way people interact by helping them become more mindful about selflessness, set volunteer goals and track their impact, is launching a campaign to help people “be better intentionally.” [Dr. Nicole Sdao](#), Founder of the mobile app’s parent company [LetsTHRIVE360](#), asks the question; “What if to be better people we have to be more intentional, what if, we have to exercise our altruism?” In the wake of the pandemic that has created a global recession and mass isolation, this tech founder has researched many ways that we can stay connected to people and have an impact.

Altruize means to exercise your altruism. Altruism is more than just volunteering, much more. It’s selflessness, consideration, compassion, kindness, decency, big-heartedness, charity, and the synonyms go on. “There are so many ways to still share with each other and be selfless both during and because of this COVID-19 event. I see Altruize as a way to help encourage our students to get involved and be impactful,” says Amanda DoAmaral, Founder/CEO of [Fiveable](#), a social learning platform for AP students to engage with interactive study materials including live streams, live trivia, and community practice prompts.

Fiveable has partnered with Altruize to offer their students a series of webinars allowing students to share their experiences during the Covid-19 pandemic as it relates to helping others. The webinars will also discuss; hope, direction, and utilizing resources, such as an E-Book created to challenge the students to continue to spread altruism from home called [The 5 Top Ways To Spread Altruism From Home](#), with over 65 ways to help people worldwide during the Coronavirus Shelter-In-Place order.

The partnership was launched in tandem with their Facebook group, [The Altruize Tribe](#), that focuses on telling the story of volunteers and the organizations they serve. Dr. Nicole expects to see an increase in the way we view each other and hopes that sharing ways to be mindful about human interaction and connecting like-minded selfless people will bring us closer together as a global community.

The tech founder is a former [Beloit gBETA Alumni](#) and [Rockford EIGERlab Fast Pitch Winner](#). She is also a grant recipient from the female-led nonprofit [Doyenne Evergreen Fund Group](#) in Madison, WI, who has nurtured countless female-led businesses in their initial startup phase to completion.

LetsTHRIVE360’s Purpose Statement

We help people be better, intentionally. Our mission is simple. Create a better world through technology that empowers people to be intentional about helping each other. Tell a better story. Live a better life.

www.letsTHRIVE360.com

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