

Voya Matching Purchases of Book Through Dec. 31 to Promote Kindness, Help End Bullying in Schools
Wednesday, December 11, 2019 02:00:00 PM (GMT)

Voya will purchase and distribute 1,000 copies to schools across the United States during 2020

Voya Financial, Inc. (NYSE: VOYA), announced that it will match purchases of 8-year-old Lily Allison's recently published book, *Be Kind, Silly: A Child's Quest for a Kinder World*, in an effort to help share Lily's powerful message.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20191211005057/en/>



(Photo: Business Wire)

Lily's book tells the story of a young girl searching for a world full of kindness after being bullied — only to realize that the power to create a kinder world lives inside each one of us.

Voya will match [purchases](#) of the book (up to 1,000 copies) through Dec. 31 and distribute them to schools across the United States in 2020 — spreading a universal message that resonates with all of us.

“Voya is proud to share the optimistic

message of inclusion reflected in Lily's book,” said Paul Genaro, Voya Financial chief brand and communications officer. “Supporting this project enables us to amplify our commitment to investing in our communities, while spreading an important and meaningful message throughout this holiday season and beyond.”

Voya first met Lily when she participated in the company's 2017 “Invest in Something Special” social media campaign as a Special Olympics athlete, where she shared her aspirations beyond sports. Lily expressed her goal “to be brave and sing like Mandy Harvey, who has my rare disease — and have a play date!” [Voya was proud to make Lily's dream a reality earlier this year, when they arranged a surprise weekend for Lily and her hero, Mandy Harvey.](#)

About Voya Financial®

Voya Financial, Inc. (NYSE: VOYA), helps Americans plan, invest and protect their savings — to get ready to retire better. Serving the financial needs of approximately 13.8 million individual and institutional customers in the United States, Voya is a *Fortune 500* company that had \$8.5 billion in revenue in 2018. The company had \$568 billion in total assets under management and administration as of Sept. 30, 2019. With a clear mission to make a secure financial future possible — one person, one family, one institution at a time — Voya's vision is to be America's Retirement Company®. Certified as a “Great Place to Work” by the Great Place to Work® Institute, Voya is equally committed to conducting business in a way that is

socially, environmentally, economically and ethically responsible. Voya has been recognized as one of the 2019 World's Most Ethical Companies® by the Ethisphere Institute; as a member of the Bloomberg Gender Equality Index; and as a "Best Place to Work for Disability Inclusion" on the Disability Equality Index by Disability:IN. For more information, visit voya.com. Follow Voya Financial on [Facebook](#), [LinkedIn](#) and Twitter [@Voya](#).

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Languages: English

Primary Identifiers: VOYA-US

Related Identifiers: VOYA-US

Source: Voya Financial, Inc.

Subjects: Photo/Multimedia, Product/Service