

# Gratitude GREATNESS

A 33 Day Challenge using "The Little Black & Gold Book of Gratitude" to promote kindness and inclusion.

## Background

Citrone 33 believes you should always keep a kind and grateful thought in your back pocket. A little something to hold close for when you need a reminder of the good things in life. This belief inspired us to create The Little Black and Gold Book of Gratitude. In this book, you will find 33 gratitude quotes and reflections from Pittsburgh Steelers legends, past and present. We encourage you to use their thoughts as inspiration while writing on the reflection pages about your experiences.

Did you know that practicing gratitude is proven to increase happiness and reduce stress? This book can help you focus and reflect on all you have to be grateful for. Soon you'll develop a positive habit that will improve your overall mental wellness.

## 33 Gratitude & Greatness Challenge

Citrone 33 aims to identify, develop and support methods to deliver mental wellness skills that are practical and accessible. We strive to personalize those everyday skills to speak to the needs of the communities we serve. Each of us, regardless of age, race, gender, or faith, is entitled to mental well-being that is supported and respected by others. By completing the 33 Day Gratitude & Greatness Challenge, each youth football team will be learning how to focus and reflect on their lives off and on the field by engaging in mindful conversations and answering daily gratitude prompts. From understanding how to navigate stressful situations, creating healthy habits, reflecting on the small moments of joy in our lives, and learning how to grow through adversity, your team will find that spending a few minutes each day will have a huge impact.

## What

The Gratitude & Greatness  
33 Day Challenge

## When

2022-2023 Football Season

## Who

Middle School Football Teams  
in the Greater Pittsburgh Area,  
The Pittsburgh Steelers, and  
Citrone 33

## Why

Because practicing mindfulness,  
kindness, and inclusion will have a  
longstanding and profound  
impact

## Game On

Go to [citrone33.org](https://citrone33.org) for more  
information and learn how to  
access your own Little Black and  
Gold Book of Gratitude.