



#HAPPYACTS FREQUENTLY ASKED QUESTIONS

#HappyActs

WHAT IS THE #HAPPYACTS CAMPAIGN?

#HappyActs celebrates the U.N.-sanctioned International Day of Happiness (March 20) to inspire people to make the world a happier place by intentionally engaging in #HappyActs, small acts that share and spread happiness. Taking place both via social media and at physical happiness walls throughout the country, \$1 will be donated to [Big Brothers Big Sisters*](#) for #HappyActs that are shared at a happiness wall. To find the wall closest to you, visit happyacts.org.

WHAT IS INTERNATIONAL DAY OF HAPPINESS?

In 2013, the U.N. adopted Bhutan's concept of gross national happiness (GNH), declaring March 20 the International Day of Happiness. [Live Happy](#) has since partnered with the U.N. to advance the movement, as their goal is to make the International Day of Happiness a celebration of joy and one that reflects their mission of making the world a happier place.

WHAT ARE #HAPPYACTS?

#HappyActs are small acts—with a big impact. They are daily, thoughtful expressions that make someone's day a little brighter. Whether it is a hug, a kind word, smile or helping a neighbor, the possibilities are endless! For #HappyActs that are shared at a happiness wall, \$1 will be donated to the local [Big Brothers Big Sisters](#) chapter.

WHY IS HAPPINESS IMPORTANT?

Research shows that happiness is important to life, that positive emotions have positive effects on health, longevity, personal relationships, creativity and work satisfaction. Happy people tend to be more successful, live longer, give back to their communities and have better connections with family and friends.

HOW CAN I GET INVOLVED?

Do

Perform small actions that have a BIG impact in making the world a happier place. Find daily ideas and activities to perform on the #HappyActs [calendar](#). And be sure to visit one of the [100+ happiness walls](#) located near you in communities, businesses, schools and universities across the country and around the world—where visitors are encouraged to post wall cards sharing physically post, share and participate on how they share will spread happiness to others.

Learn

Learn more about why you get that warm, fuzzy feeling when you share #HappyActs and [subscribe](#) to Live Happy's fun-filled, happy emails with science-backed tips on living the happiest life possible. You can also text HAPPYACTS to 82257 for tips on living a happier life through #HappyActs!

Pick up a copy of the May issue to learn one woman's deeply personal connection to the day, how it has grown in the past five years, and how everyone can share their joy on March 20. **Our #HappyAct to you:** In the month of March download our Live Happy magazine: Digital Edition app (iTunes or Google Store) and receive our current issue for free.

Share

**Up to 15,000 participants*

If there is no local BBBS chapter, all proceeds will be donated to Big Brothers Big Sisters of America

Take a picture or video and share it on social media with #HappyActs; then view your post (and everyone else's) on Live Happy's [tagboard!](#)

Create your own happiness wall

Align positivity with your business, community or school by hosting a happiness Happiness wall Wall event of your own—. It's super easy to do—take a look at our guides for [businesses](#), [communities](#), and [schools](#). Visit store.livehappy.com to purchase your very own happiness Happiness wall Wall kit—each kit includes wall cards, bracelets, stickers, balloons and everything you need to spread happiness!

HOW CAN I GET OTHERS INVOLVED?

Encourage them to visit happyacts.org to learn more, [check out a local happiness wall](#), or text 82257 with the word HappyActs to get a daily reminder in the month of March and for tips on living a happier life through #HappyActs.

HOW MUCH DOES A #HAPPYACTS COST?

Nothing. Putting a smile on the face of a friend or stranger is completely free (and yields a great return)!

WHAT IF I MISS THE INTERNATIONAL DAY OF HAPPINESS?

The good thing about happiness is that it is ongoing. You can continue sharing your #HappyActs to spread simple acts of kindness and happiness to lives every day. To learn more throughout the year, visit www.livehappy.com or pick up a copy of *Live Happy* magazine or [Live Happy: Ten Practices for Choosing Joy](#).

Magazine

WHAT IS LIVE HAPPY MAGAZINE?

Live Happy is a first-of-its-kind publication combining the science of happiness with practical advice to help readers lead lives of meaning and joy. Each issue focuses on a common theme and includes advice and tips from leading happiness experts and celebrities.

WHEN CAN I FIND THE NEWEST LIVE HAPPY MAGAZINE ISSUE?

Live Happy's May issue, featuring Queen Latifah on the cover, is available on newsstands March 7 and at major retailers throughout the U.S., including Barnes & Noble, Whole Foods and Hudson News, as well as Canada at Presse Commerce newsstands, among others. *Live Happy's* award-winning digital edition is available to download from the App Store and on Google Play, and current subscribers receive complimentary access on their tablet devices. Separate digital subscriptions are available for \$9.99 at www.livehappy.com. **Our #HappyActs to you:** In the month of March, download our *Live Happy* magazine: Digital Editions app (iTunes or Google Store) and receive our current issue for free.

HOW DOES THE MAGAZINE FIT IN WITH #HappyActs?

The May issue features its own story on the International Day of Happiness and educates readers on its background, as well as how to enjoy, honor and participate in the day this year. In addition to sharing #HappyActs for readers to participate in, the issue features one woman's deeply personal connection to the date and how it has grown in the past five years.

WHAT ADDITIONAL RESOURCES ARE AVAILABLE FOR #HAPPYACTS?

Beyond the pages of the magazine, *Live Happy* continues to offer [Live Happy Now](#), a “#1 New and Noteworthy” free weekly audio podcast available on [iTunes](#) and [Google Play](#), which features interviews with top researchers and experts in the fields of positive psychology and well-being. Additionally, the publication's first book, [Live Happy: Ten Practices for Choosing Joy](#), shares 40 inspiring celebrity and real-

**Up to 15,000 participants*

If there is no local BBBS chapter, all proceeds will be donated to Big Brothers Big Sisters of America

life stories that offer the best wisdom on happiness from the world of science, spirit and culture, and is organized around the key components of a happy life, from gratitude to attitude and play to purpose.

WHAT IF I HAVE QUESTIONS ABOUT #HAPPYACTS AND LIVE HAPPY MAGAZINE?

For more information, please visit www.happyacts.org and www.livehappy.com or contact Megan Miller at mmiller@kruppnyc.com. Wall hosts can also visit the [#HappyActs Wall Host](#) page for additional resources on how to make their Happiness Walls a success.

**Up to 15,000 participants*

If there is no local BBBS chapter, all proceeds will be donated to Big Brothers Big Sisters of America