



## #HAPPYACTS CAMPAIGN—KEY MESSAGES

### **MESSAGE: 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.

### **SUPPORT POINTS**

- *Live Happy*'s mission is to make the world a happier place.
- There is nothing more universal than happiness, which inspired the founders of *Live Happy* to create a magazine that would spread this message to help inspire and bring joy.

### **MESSAGE: What is *Live Happy*'s #HAPPYACTS?**

*Live Happy*'s fourth annual #HappyActs campaign features their May issue of the magazine showcasing Queen Latifah on the cover, plus 100+ walls of happiness around the country encouraging visitors to physically post and share what makes them happy while celebrating the happiness movement. The campaign is in honor of the U.N.-sanctioned International Day of Happiness (March 20) to inspire people to make the world a happier place.

### **SUPPORT POINTS**

- Happy people tend to be more successful, live longer, have better connections with family and friends, miss work less and are more charitable. Be Happy. Share Happy. Live Happy!

### **MESSAGE: How can you participate in #HappyActs?**

It's easy to participate—visit [happyacts.org](http://happyacts.org) throughout the month of March and share as many #HappyActs as you'd like via Facebook, Instagram, Snapchat and Twitter. The campaign is in honor of 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 to share and spread happiness. Visit one of more than 100 happiness walls across the United States, Canada, Mexico, Australia, Korea and more. To find the wall closest to you, visit [happyacts.org](http://happyacts.org).

### **SUPPORT POINTS**

- More than 100 happiness walls will be set up in communities, businesses, schools and universities across the country—as well as globally—encouraging visitors to physically post, share and participate in #HappyActs while celebrating the happiness movement.
- Learn how to create your own family happiness board in the new May issue of [Live Happy](http://LiveHappy) on newsstands March 7.

### **MESSAGE: History of the 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](http://LiveHappy) 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 our mission of making the world a happier place.

### **SUPPORT POINTS**

- Sharing happiness is not just the right thing to do—it's the smart thing to do.
- Research shows that happiness is important to life. Positive emotions have positive effects on health, longevity, personal relationships, creativity and work satisfaction.