



SAVE THE DATE: [DAY], March XX ← insert wall date(s)

JOIN THE MOVEMENT TO MAKE THE WORLD A HAPPIER PLACE AT THE [CITY] HAPPINESS WALL

**Live Happy Magazine Invites [City] Residents to Spread Happiness with its
4th Annual #HappyActs Campaign**

Research shows that happiness is an incredibly important part of life and should never be dismissed. Happy people tend to be more successful, live longer, have better connections with family and friends, miss less work and donate more.

This month, *Live Happy* magazine will once again launch its mission to lead a global movement to make the world a happier place with its 4th annual campaign in honor of the UN-sanctioned International Day of Happiness (March 20), inviting everyone – **including residents of XX** – to spread joy and simple acts of kindness. This year, Live Happy is kicking off a month-long #HappyActs Celebration, which provides an easy, accessible way for participants to manifest happiness and make a positive difference in their lives and the lives of those around them.

As part of the #HappyActs Celebration Live Happy encourages participants to share #HappyActs, small actions with a BIG impact that can make someone's day a little brighter, in person and online via Facebook, Instagram, Twitter and Pinterest. #HappyActs can be as simple as a hug, a kind word, helping a neighbor or inspiring others to build awareness and get involved in the movement leading up to International Day of Happiness.

Participants are also welcomed to post their #HappyActs at one of 100 Happiness Walls that will be set up across the country, including city location. *Live Happy* will donate \$1 to Big Brothers Big Sisters* for each #HappyActs shared at a Happiness Wall and has a variety of other resources for participants to continue their celebration of happiness, including the new May issue of [Live Happy](#) magazine and the publication's first book, [Live Happy: Ten Practices for Choosing Joy](#).

Local Host Name will be hosting the **City** Happiness Wall on **Wall Date**.

HOW: Perform #HappyActs and "Make the World a Happier Place by"

- Performing and sharing as many Happy Acts as possible during the month of March. Take a picture or video and use #HappyActs in your posts and tweets.
- Text 82257 with the word HappyActs to get a daily reminder in the month of March. Or visit [happyacts.org](#) to sign up for our daily email notices.
- Visiting a *Live Happy* Happiness Wall (for a complete list of cities, visit [happyacts.org](#))
- 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.

WHERE: **Location Name – Location Address**
Onsite Contact: **Host Name**

WHEN: **Wall Date**

WHY: To make the world a happier place!

To secure an interview with a #HappyActs representative, or for more information, please see the contact information below. We look forward to working with you and helping spread happiness around the world, as well as in your community.

MEDIA CONTACTS: Richard Ioannou
rioannou@kruppnyc.com
212-886-6717

Megan Miller
mmiller@kruppnyc.com
212-886-6707

FOR MORE INFORMATION PLEASE VISIT: www.happyacts.org

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About Live Happy

Live Happy LLC, owned by veteran entrepreneur Jeff Olson, is a company dedicated to promoting and sharing authentic happiness through education, integrity, gratitude and community awareness. Headquartered in Dallas, Texas, its mission is to impact the world by bringing the happiness movement to a personal level and inspiring people to engage in living purpose-driven, healthy, meaningful lives.

*Up to 25,000 participants