



SAVE THE DATE: March (XX), 2018 ← insert wall date(s)

BECOME A HAPPY ACTIVIST AND MAKE THE WORLD A HAPPIER PLACE AT THE [CITY] HAPPINESS WALL
*Live Happy Magazine Invites [City] Residents to Spread Happiness With its
Annual #HappyActs Campaign*

Dallas, TX (November 19, 2018)—What does it mean to Live Happy? It's being a Happy Activist—a thoughtful, active participant in your own life and community who makes the world better through kind words and intentional positive actions. During March, Live Happy is kicking off a monthlong **#HappyActs** celebration by providing an easy way for participants to spread happiness and make a positive difference in their lives and the lives of those around them.

On March 20, 2019, the world will celebrate the International Day of Happiness. This holiday was created by the United Nations in 2013 to recognize the need and awareness for worldwide happiness. Year in and year out, Live Happy has been championing this cause by encouraging people to practice #HappyActs on this day as well as to help create Happiness Walls across the globe.

This year, Live Happy plans to have more than 1,000 walls across the globe for people to visit and share how they like to spread happiness. Happy Activists hosted walls in schools, churches, shopping malls, public parks, businesses and more. The infectious feeling of happiness and joy shared at the walls created a ripple effect.

"It's easy to participate," says **#HappyActs** spokesperson [insert you full name]. "You can start simply, by making someone's day a little brighter, and you can go bigger by spreading happiness on one of the Happiness Walls going up across the country."

The wall is one of a range of activities and fun ideas to be found at www.happyacts.org, including:

- Perform and share as many Happy Acts as possible during the month of March by taking a picture or video and using #HappyActs in your posts and tweets. You can download a [free #HappyActs calendar](#) to get inspiration.
- Focus on small actions you can do like giving a hug, saying a kind word or sharing your own happy moments by using #HappyActs.
- Create a wall! It's easy to do—download a [free Happiness Wall kit](#) or [purchase a wall kit](#) from the Live Happy online store.
- Text 64600 with the word HappyActs for reminders and suggestions on sharing happiness in the month of March. Or sign up for our e-newsletter at happyacts.org to have happiness delivered right to your inbox.
- Visit a Live Happy Happiness Wall (for a complete list of wall locations, go to happyacts.org/map).
- Our #HappyActs to you: In the month of March, download our current digital edition of *Live Happy* magazine on iTunes or Google Play for free.

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. The science behind happiness, positive psychology, provides real world ways we can lead more fulfilling lives and help others do the same.

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

WHERE: **Location Name – Location Address**

WHEN: **Wall Date**
Onsite Contact: **Host Name**

WHY: To make the world a happier place!

For 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 CONTACT: XX

For more information please visit: www.happyacts.org.

About Live Happy

Live Happy is leading the global movement to make the world a happier place and is dedicated to promoting and sharing authentic happiness, inspiring people to live purpose-filled, healthy, meaningful lives. Founded by entrepreneur Jeff Olson, Live Happy LLC is a magazine, website, resource and movement about a timeless quest: Living a happy life. Live Happy celebrates and shares the innovative research of positive psychologists and their colleagues to address meaningful correlations between positive emotions, health and fulfillment. Happiness empowers us to make a positive difference in our lives and in the lives of others. Happier people are healthier, more satisfied with life and their relationships, and they live longer. Join the journey to live happy and spread that joy. Happiness is a journey anyone can take and it starts with just one step.

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