



Spreading joy, optimism and inspiration to millions.

[thejoyteam.org](http://thejoyteam.org)





**mission** The mission of The Joy Team is to spread joy, optimism and inspiration to millions. Pure and simple.

**strategy** We intend to carry out this mission by helping people shift into a positive frame of mind through the incredible power of positive words.

**tactics** Advertising works for breweries, airlines, cell phone providers, grocers and coffee roasters. Why not joy? By starting an ad campaign for happiness on billboards, we'll be uplifting people all day, every day for a month with each billboard.

**results** The shift in attitude and mood people will experience from seeing the uplifting and inspiring messages created by The Joy Team will increase joy and optimism in millions. And thereby making the world a happier, healthier, kinder and more productive place.



# why joy matters\*

## Better Health

Happy people have stronger immune systems, have greater protection against heart disease and stroke, and endure pain better.

## Better Mental Health

Happier people have less depression, less suicide, and greater self control and coping skills.

## Longer Life

Being happy can add an average of 9 years to your life.

## Stronger Relationships

Happy people are kinder, more generous and more understanding. Consequently, they build stronger personal relationships.

## More Successful

Happier people are more satisfied with their jobs and more productive at work, resulting in higher evaluations and better pay.



# why billboards

With billboards we can reach people throughout their day, whether they are traveling to work, taking a stroll at lunch, going shopping, taking their children to the park, traveling, or doing one of the thousands of activities that people do everyday.



# join the joy team

Happy people make the world a better place. Who doesn't want to be part of that? Become a member of The Joy Team by making a donation of any amount today. Or be an MVP by donating an entire billboard—you get to choose the message. Find out more at [thejoyteam.org](http://thejoyteam.org) or email [michele@thejoyteam.org](mailto:michele@thejoyteam.org) or call Michele at 503.724.7442.



\*Sources:

Authentic Happiness, Seligman, Free Press, 2002

Positive Psychology Coaching, Biswas-Diener and Dean, Wiley, 2007

Happier, Ben-Shahar, McGraw Hill, 2007

Why Good Things Happen to Good People, Post and Neimark, Broadway Books, 2007

The Benefits of Frequent Positive Affect: Does Happiness Lead to Success? Lyubomirsky, King, and Diener, APA Bulletin, 2005



# billboards

