

United Nations Foundation & 100happydays: A call to bring long-lasting impact on well-being on the International Day of Happiness

Hello,

As your organization is in association with the United Nations and is a member of the Civil Society Organizations System, it is my pleasure to inform you about the following:

On March 20, **100happydays and the United Nations Foundation** support each other in celebration of the annual International Day of Happiness and **challenge the world to be happy for the following 100 days**. The goal is to reach all 193 countries with the message that no matter who or where you are in the world you can find a happy moment in the life around you.

The research by 100happydays, based on 2 million participants from over 140 countries, shows that simple reflection & capturing of happy moments in daily life and sharing them with the others can lead to 19% increase in long-term happiness.

Therefore, **we call for NGOs and civil society organizations to encourage their members and local communities to seek for happiness in their daily lives** and share it with the others in order to bring long-lasting impact on the personal, local and global well-being.

If you can do only one thing - place your country on the global happiness map by registering on the main activation page (<http://world.100happydays.com>) and sharing the following call to actions with your social network:

“With the UN International Day of Happiness coming up, can we make the world happy for 100 days in a row? #100happydays #happyday <http://bit.ly/1xabcs7>” or “I choose to be happy for 100 days in a row starting from March 20, International Day of Happiness! Can you? #100happydays #happyday <http://bit.ly/1xabcs7>”

You can find more shareable materials in the media kit here: <http://bit.ly/1Aipvwd>

If your organization wishes to reach people without permanent internet access, offline gratitude journals are available. We will be more than happy to send you printable templates upon your request.

Kind regards,

Felix Andersson

// Communications Manager at 100happydays