



Contact:

Pamela Gail Johnson
972-459-7031 / 469-358-3914
pamelagail@sohp.com

For Release:

Immediate

**The Secret Society of Happy Peoples
Thirty-One Types of Happiness Guide Released**

DALLAS, TX— *The Secret Society of Happy Peoples Thirty-One Types of Happiness Guide* helps readers experience more happiness because it broadens their definition of happiness.

It's easy to recognize the obvious types of happiness like **humor**, **celebrations** or **enthusiasm**. However, some types of happiness are less obvious—but equally important—like **relief**, **nostalgia**, or **honor**.

“Since the purpose of the Secret Society of Happy People is to help people celebrate happiness, it only made sense to help people increase their awareness of happiness by identifying the Thirty-One Types of Happiness,” says Society Founder Pamela Gail Johnson.

The Thirty-One Types of Happiness the Society identified include:

Amused	Giving	Motived
Anticipation	Helpful	Nostalgic
Awestruck	Honorable	Optimistic
Balanced	Hopeful	Peaceful
Blessed	Humor	Playful
Celebrate	Inspired	Relieved
Cheerful	Joyful	Satisfaction
Confident	Kindness	Social
Content	Lively	Spiritual
Enthusiasm	Love	Thankful
	Mellow	

The guide simply introduces readers to each type of happiness and helps them identify it in their day-to-day routine.

The *Secret Society of Happy Peoples Thirty-One Types of Happiness Guide* is 40 pages, pocket size, and ranges from \$2.97 - \$4.95 depending on quantities purchased. Its also available at Amazon.com and on e-readers including Kindle, Nook, and iBooks for \$2.99.

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Visit www.sohp.com to connect with the Secret Society of Happy People on Facebook, Twitter, Google+, LinkedIn and Pinterest.

Secret Society of Happy People Highlights

Founded: August 1998

Purpose: The Secret Society of Happy People encourages the expression of happiness and discourages parade-raining. Parade-rainers are those people who don't want to hear your happy news. And no, we don't tell people to be happy if they aren't or how to be happy.

Creed: As a member of the Secret Society of Happy People I will:

Recognize happiness with the same enthusiasm as I do unhappiness,
Encourage others to share their happiness,
Don't unnecessarily rain on other people's parades.

Members: Thousands from around the world in more than 34 countries

History: The Society gained international recognition in December 1998 when it challenged **Ann Landers** for discouraging people from writing happy holiday newsletters to enclose with their holiday cards.

Since then the Society has:

- Announced the **Happiest Events and Moments** of 1998-2011
- Identified the **Thirty-one Types of Happiness**
- Declared August and August 8th as **Happiness Happens Month & Day**
Nineteen governors sent proclamations in 1998
- Organized HappyThon, the first online social media event to promote happiness
- Organized voting for the **Happiest Events, Inventions and Social Changes of the Century**
- Host **Hunt for Happiness Week** the 3rd Week of January
Seven governors sent proclamations in 2006

The Society has been featured in *People Magazine*, *Newsweek* and *Time*, and has been included in stories in *Reader's Digest*, *Prevention*, *Ladies Home Journal*, *Harpers*, *Yoga Journal*, *SELF*, *Redbook*, *Glamour*, and *New Age Journal*. Founder Pamela Gail Johnson was on *Politically Incorrect with Bill Maher*.

Hundreds of print and broadcast outlets throughout the world have covered the Society, including **CNN**, **The Associated Press**, *USA Today*, *Good Morning America* (ABC), *The Wall Street Journal*, *The Washington Post*, *The Dallas Morning News*, *The Fort Worth Star-Telegram*, and *Los Angeles Times*. *Parade* named the Happiest Events, Inventions and Social Changes of the Century as the "Best List of the Century."

A few websites that have linked to the Society include: **Beliefnet.com**, **Good Housekeeping**, **DailyInBox.com**, and **USA Today.com Hot Site**.

The Society has been included in *Think You're the Only One?*, *365 Health and Happiness Boosters*, *Voices of Truth*, *Every Day's a Holiday Calendar*, *Chase's Calendar of Events*, and *Trivial Pursuit's 1990's Edition* includes a question about Admit You're Happy Day.

Pamela Gail Johnson has been an **InspireMeToday.com** Luminary in 2009-2012.