



FOR IMMEDIATE RELEASE

THE SOCIETY OF HAPPY PEOPLE CELEBRATES 20TH HAPPINESS HAPPENS MONTH IN AUGUST

For the first time, the annual event will include giving Smile Start Awards to deserving recipients who make the world a happier place

DALLAS, TX – June 5, 2019 – This August marks the 20th anniversary of [the Society of Happy People’s](#) annual **Happiness Happens Month**, recognizing two decades of contagious smiles that reduce stress, build relationships and enhance personal interaction.

Initially established as Admit You’re Happy Day in 1999 (the first “happiness holiday” declared by [19 governors](#)) and later renamed as Happiness Happens Day, Happiness Happens Month evolved due to members’ requests for a full month to celebrate happiness.

“This year’s celebration is particularly timely given the recently released [2019 World Happiness Report](#) that rated the United States as No. 19, its worst ranking since the survey began in 2012,” explained Pamela Gail Johnson, founder of the Society of Happy People who has studied happiness for the past 20 years. “Happiness is a mindset and a way of life, and it’s more important than ever for people to recognize their happy moments and celebrate being happy when they’re happy.”

One way to take this happiness conversation to a higher level this year is with [Smile Starter Awards](#), a new program the Society is implementing to honor individuals who make happiness happen and start smiles. The Society will be honoring at least 31 Smile Starters in July.

However, the Society wants everyone to recognize the Smile Starters that they cross paths with – family members, friends, baristas, teachers, delivery people or even strangers – and to praise as many people as possible who are kind, make others laugh or have a contagious smile. The Society will provide free Smile Starter Award recognition certificates and social media graphics to make it easy and fun to show appreciation for Smile Starters, and are keeping a counter of Smile Starter Awardees.

“Our goal is to recognize at least 310 Smile Starters between now and August 31, but the more, the merrier,” added Johnson. “The Society will release our list of 31 Smile Starter Honorees in July, but we want everyone to acknowledge those fabulous people who make you smile every day, so please start a few smiles yourself by giving someone you know a Smile Starter Award. After all, you can’t fill the world with too many smiles ... and surely there are more than 310 Smile Starters who deserve a little recognition.”

The Society of Happy People has thousands of happy members in 45 countries around the world. To become a member or to learn more about their 20th annual Happiness Happens Month, visit www.sohp.com.

About the Society of Happy People

Founded on August 8, 1989 by Pamela Gail Johnson as the Secret Society of Happy People, the since-renamed Society of Happy People is a group of people that celebrates being happy, focuses on making the world a better place by sharing uplifting news, and helps others find more happiness.

Grounded on Pamela’s four key Practical Happiness Principles (Happiness Zappers Zap Everyone, Happiness is Personal, Happiness Changes as You Change, and Happiness is Bigger Than You Think), the Society has identified 31 Types of Happiness and provides a Happiness Counter to make it easier to recognize moments of happiness. A variety of free and paid membership options are available.

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