



June 29, 2009

FOR IMMEDIATE RELEASE

CONTACT: Sandi Smith, 408-971-1104,  
[sandismith@AmericanHappiness.org](mailto:sandismith@AmericanHappiness.org) <http://www.AmericanHappiness.org>

### **International Happiness Day Spreads Smiles, Awareness, and Parties**

The second annual International Happiness Day (IHD) is July 10, 2009. Over 5,000 “happiness activists” from nearly 30 countries are helping to spread the word to celebrate happiness on July 10. Liberto Pereda Romera of Barcelona, Spain initiated International Happiness Day last year.

“What would be the impact in the world if 1,000,000 people celebrated happiness the same day?” asks Dr. Aymee Coget, one of the US Ambassadors for International Happiness Day.

The American Happiness Association (AHA) supports the idea and is most interested in letting people know there is now a science of happiness that we can all benefit from that spans the fields of psychology, neuroscience, medicine, health, and more. AHA provides education and resources to help people learn and practice intentional and sustainable happiness.

Harvard University’s most popular class is its happiness class. *Time* magazine wrote the first cover piece on the science of happiness in January 2005, and the University of Pennsylvania now has an entire degree in happiness that students are flocking to.

Dr. Aymee Coget and Dr. Laura Delizonna, both AHA Board members, are hosting a Happiness Party at The Beacon Clubhouse, 260 King St., San Francisco, CA 94107 from 6pm to 8 pm. If you’re not in the Bay area, have your own local happiness party on July 10<sup>th</sup>. What does one do at a happiness party? All of the regular party things, plus:

1. Happiness trivia: <http://www.americanhappiness.org/newsletters/party%20trivia.pdf>
2. Talk about their favorite idea for becoming happier.
3. Make the Happiness Decision or re-commit to it.
5. Take pictures of your party and post them to the IHD and AHA Facebook groups.
6. Take the VIA Signature Strengths test or the Brief Strengths test (before the party) at <http://www.authentic happiness.com>. Put your top strength on your nametag and find others with the same top strength as yours.

IHD Facebook page: <http://www.facebook.com/home.php#/group.php?gid=10644279659>

IHD website: <http://internationalhappinessday.com/>

AHA website: <http://www.americanhappiness.org/>

3964 Rivermark Plaza, Suite 416 • Santa Clara, CA 95054 • USA  
Ph: 408.971.1104 • [www.AmericanHappiness.org](http://www.AmericanHappiness.org)