

spreading joy, inspiration and optimism to millions...



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## **Could Portland, OR be the Holiday JOY Capital of the World?**

**Sending 12.6 million holiday greetings of joy**

The Portland, Oregon, metro area may very well have the highest level of holiday spirit of any major metropolitan area in the U.S. Why? Because 18 companies in Oregon and Washington and one couple from New Mexico got together to send 12.6 million holiday greetings of joy to everyone in the cities of Portland, Beaverton, Gresham, Oregon City and Vancouver, Washington. And they did it by putting a single message: "Wishing you JOY" on 20 billboards spread across those cities.

The billboards went up the week of November 15th to begin spreading holiday joy before Thanksgiving and stayed up through the end of December. On November 21st, the public was invited to come out to one of the billboards and have their photo taken. Those who braved the freezing rain for the event were emailed edited images to be used as a totally unique holiday greeting card, essentially creating a virtual billboard of joy from the sender.

What are people saying about these bright yellow billboards embolden with wishes of JOY?

- It is heartwarming for me to know both you and the Joy project team are working in our community. Just the reminder of the possibility of joy, through the simple word itself, recalls the reality in me. Thank you. -Charles W.
- We just saw one of your billboards on Grand in Portland. It made my husband sing. He really did sing "We've got joy, joy, joy, joy, joy in our hearts." -Donna L.

Holiday joy billboard sponsors include: Bright Way Massage; Clear Channel Outdoor; Coaching for Life & Spirit; Crowning Communications; Effective Web Solutions; Language Fusion; Pacific Midwifery, Menopause & Women's Health; Pat and Don Johnson; Portland Store Fixtures; Red's Electric; Rose City Mortgage; Shen Men Feng Shui; Singing Leaf; SoHo Marketing Guru; Stock Market Companion; The Joy Team; Thomas & Company CPA; Total Merchant Concepts; and Women Entrepreneurs Organization of Washington. Images of the billboard design and a location list and map can be found at <http://thejoyteam.org/billboards/november-december-2010-billboards/>

Spreading joy through the power of outdoor advertising is the creation of The Joy Team. The first round of 8 inspiring billboards went up in April 2010.

### **About The Joy Team**

Founded in February 2010, The Joy Team is a non-profit corporation based in Vancouver, Washington, with the mission of spreading joy, optimism and inspiration to millions. We carry out this mission by helping people shift into a positive frame of mind through the incredible power of positive words. And billboards. In 2010 we put up 28 billboards, effectively putting 25.9 million seeds of joy out into the world. Learn more at <http://thejoyteam.org/about/>.