

spreading joy, inspiration and optimism to millions...



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**Kids Share What Words Mean to Them for Words Matter Week**  
**The Junior Joy Team in a video about the power of words at Fort Vancouver Library**

(Vancouver, WA) It's Words Matter Week; and to celebrate, The Junior Joy Team kids and their friends star in a video about the power and meaning of words. In this feel-good video, the kids emphasize the influence words have over us from various locations in the new Fort Vancouver Library where words are plentiful and intended to be mindfully consumed.

"The saying sticks and stones will break your bones but words will never hurt you--well, that's an untrue statement," says Kellen Larsen, 10, in the film. "Sometimes words will hurt you, sometimes they won't. So you want to use positive words instead of negative ones."

"The mission of The Joy Team, at its core, is all about the power of positive words," said Michele McKeag Larsen, founder and Chief Joy Officer of The Joy Team. "We wanted to do something to accentuate that for Words Matter Week, but this video has meaning and power for every week of the year."

The kids share their favorite words, which include love, joy, peace, believe and supercalifragilisticexpialidocious.

"My favorite word is believe," Taryn Larsen says in front of the library, "because I like believing in things."

The Words Matter video can be found at <http://thejoyteam.org/2012/03/words-matter-week-kids-tell-what-words-mean/>

**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. In 2010 we put up 28 billboards, effectively putting 25.9 million seeds of joy out into the world. In 2011 we involved over 300 people in spreading positive messages in 3 countries (USA, France, Netherlands) and 22 U.S. states on August 23rd using sidewalk chalk; and we started a free online directory of organizations working for joy, kindness and love: [www.JoyKindnessAndLove.com](http://www.JoyKindnessAndLove.com). Learn more at <http://thejoyteam.org>.