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Can an Advertising Campaign Bring Joy to "The Unhappiest City In The US"? A Local Non-Profit Says Yes, Debuts Billboards Promoting Joy

(Vancouver, WA – April 5, 2010) Business Week may have named Portland, Oregon, the unhappiest city in America, but The Joy Team is hoping to lift the spirits of the locals with billboards carrying positive messages. Eight bright yellow billboards with simple, affirming statements will pop up in Portland and neighboring Vancouver, Washington, the week of April 5th.

"It's been a tough couple of years," stated Michele McKeag Larsen, executive director of The Joy Team. "I think we could benefit from some optimistic and inspiring messaging." Studies show happy people are healthier, build stronger relationships, are more successful and live longer. "Happiness can change the world," added Larsen.

The messages we see and hear everyday influence us. Advertising works for breweries, airlines, cell phone providers, grocers and coffee roasters. Why not joy?

"By starting an ad campaign for happiness with these initial eight billboards," said Larsen, "we are seeding millions of impressions of joy, optimism and inspiration in the first month." Images of the billboards and their locations can be found at <http://thejoyteam.org/billboards/april-2010-billboards/>

Plans for the future include putting billboards in cities across America, facilitating groups, visiting schools and more. People can help spread joy and optimism by becoming a member of The Joy Team with a donation.

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 advertising. Learn more at <http://thejoyteam.org/about/>.