**Contact**:

Michele M. Larsen

503.724.7442 | michele@thejoyteam.org

[thejoyteam.org](http://thejoyteam.org/)  | [Facebook](http://www.facebook.com/pages/The-Joy-Team/322324426249)  | [Twitter](http://twitter.com/TheJoyTeam)

**Optimistic Billboard Could Help You Live Longer**



(Vancouver, WA) March is National Optimism Month and a Portland billboard aims to boost your "glass is half full" outlook. Research shows optimistic people are healthier, handle stress better and live longer than those who aren't positive thinkers. They also have better cholesterol and reduced risk of stroke.

The sixth in a series of monthly positive messages on Portland billboards intends to help people shift into an optimistic frame of mind by suggesting, "Something wonderful is about to happen." It can be found in Portland, Ore., on MLK Jr Blvd, 265 feet South of Going St, on the West side of the street facing North.

"Just reading the message on the billboard that something wonderful is about to happen, opens your mind to the possibility that it could," said Michele McKeag Larsen, founder of the local positive thought organization, The Joy Team. "Introducing an optimistic thought can shift your frame of mind and help you deal better with stressors in your life."

The Joy Team is putting up a billboard encouraging positive thinking each month for at least 15 months; the initial eight boards are sponsored by Awesome Portland. The first board, with the message "Be Happy" drawn by a child on the Junior Joy Team, was the first up when the campaign started in October.

Each month through 2014, The Joy Team will post a new message. Billboard locations and photos can be found as available at TheJoyTeam.org.

**About The Joy Team**Founded in February 2010, The Joy Team is a non-profit 501c3 corporation based in Vancouver, Washington, with the mission of building community by spreading joy, optimism and inspiration. Projects of the positive thought organization include billboard campaigns, delivering Happy Packets to the staff of organizations serving the community, Chalk the Walks, PB & JOY Project and The Junior Joy Team. Learn more at [thejoyteam.org](http://thejoyteam.org/about/), like them on Facebook.com/TheJoyTeam or follow them on Twitter @TheJoyTeam.