

spreading joy, inspiration and optimism to millions...



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The Joy Team Solves the Holiday Greeting Card Dilemma Free Photo Event To Produce Specialized Greetings in Front of Unique Billboard

(Vancouver, WA – November 18, 2010) It happens every year. Choosing your holiday greeting card can be a stressful last-minute decision. Is it going to be a family photo? A vacation photo? Or how about a box of 50 mass-produced greeting cards? Well, on Sunday, November 21 from noon to 3 p.m., in the Hula Boy parking lot at 12th and Washington in Vancouver, The Joy Team has the answer that is sure to bring smiles to you and those on your holiday list.

The Joy Team, a non-profit corporation based in Vancouver, Washington, with the mission of spreading joy, optimism and inspiration to millions, and Vancouver photographer Kate Singh of Aevum Images will be offering free photos in front of one of 20 billboards that says: "Wishing you JOY." The image will be edited and emailed so it can be printed and used as a totally unique holiday greeting card, essentially creating a virtual billboard of joy from the sender.

"Choosing a greeting card that's meaningful can be a challenge," said Michele McKeag Larsen, Vancouver resident and chief joy officer of The Joy Team. "The holidays can be especially difficult for some people and we'd like to try to make it a little easier while adding some fun and joy to the way we reach out to each other."

Spreading Joy Throughout Oregon and Vancouver

The Joy Team is once again partnering with Clear Channel Outdoor to bring joy to the Portland-Vancouver metro area. More than doubling the number of billboards in this second round of promoting joy, optimism and inspiration, The Joy Team has brought together 18 Oregon and Washington businesses and one husband and wife couple from New Mexico to put up 20 bright yellow billboards that will spread 12.6 million wishes of joy this holiday season.

Twenty billboards all bearing one simple message: "Wishing you JOY" began popping up in Portland, Beaverton, Gresham, Oregon City and Vancouver, Washington, on Monday and will remain up through the end of December, wrapping the holiday season in an effort to spread joy when many people need it the most.

"We all have the power to spread joy and optimism," added Larsen. "The Joy Team is excited to provide a simple way this Sunday to create a joyous holiday greeting that can be sent far and wide."

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/>

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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/>.