

spreading joy, inspiration and optimism to millions...



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(INTERVIEW OPPORTUNITIES with sponsoring businesses available. Contact Michele Larsen for list.)

## **18 Local Businesses, 20 Billboards, 12.6 Million Seeds of Holiday Joy And Joyous Holliday Greetings For All**

(Vancouver, WA – November 18, 2010) 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 effort to spread joy when many people need it the most.

"The collective effect of 20 billboards up for the 6-week holiday season is equivalent to sending 12.6 million holiday greeting cards to the Portland metro area," stated Michele McKeag Larsen, chief joy officer of The Joy Team. "The holidays can be especially difficult for some people. We'd like to try to make it a little easier," added Larsen.

### **FREE Photo Event To Create Your Own Custom Holiday Greeting in Front of Unique Billboard**

To make the ripple effect even bigger, The Joy Team and Vancouver photographer Kate Singh of Aevum Images will be offering a way for individuals and families to send a specially customized holiday greeting to their own friends and family. On Sunday, November 21st from noon to 3:00pm the public is invited to come out to billboard #15 in the Hula Boy parking lot at 12th and Washington in Vancouver and have their photo taken by Aevum Images, free of charge, in front of the billboard. 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.

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/>

People can help spread joy and optimism by coming out on Sunday to create their own joyous holiday greeting and sending it far and wide.

### **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/>.