



**FOR IMMEDIATE RELEASE**

**SOCIETY OF HAPPY PEOPLE’S HUNT FOR HAPPINESS WEEK FEATURED IN  
WOMAN’S WORLD MAGAZINE**

*Launching on January 19,  
this 19<sup>th</sup> annual weeklong event  
encourages people to recognize—and reward—the Smile Starters in their lives*

**DALLAS, TX – Jan. 16, 2020** – Giving the Society of Happy People (SOHP) an even larger national platform to spread their message of positivity and good will, *Woman’s World* magazine featured the Dallas-based organization’s 19<sup>th</sup> annual **Hunt for Happiness Week** (#HHW2020) in their January 20 issue.

In the article, readers were encouraged to discover their seasonal bliss by SOHP founder Pamela Gail Johnson, who stated that “**Hunt for Happiness Week** reminds us that sometimes we need to put a little effort into creating happiness, especially in January when we can feel a little happy-challenged.”

[Hunt for Happiness Week](#) is an annual weeklong celebration that encourages people around the world to actively seek out people, pets, things and social media feeds that bring a smile to their faces. As part of SOHP’s quest to recognize one million Smile Starters, participants are encouraged to bestow Smile Starter Awards to deserving recipients in the form of certificates, bookmarks and/or wristbands.

A universal language, smiling has been proven to have significant physical, emotional and mental health benefits:

- Smiling is linked with reduced stress levels, increased health and endorphin levels, and lowered blood pressure. ([Psychology Today](#))
- Although we smile less while at work, people who smile are more likely to receive job promotions, earn a higher income, and experience better productivity at work. ([Forbes](#))
- Smiling provides the same level of brain stimulation as up to 2000 chocolate bars or 16,000 pounds sterling in cash. (Smile: The Astonishing Powers of a Simple Act (TED Books))
- When people smile at us, it triggers the reward center of the brain. That means we like and remember people who smile at us. ([Forbes](#))
- Smiling does not cause wrinkles. In fact, smiling acts as a facial massage that delivers blood, endorphins, and antioxidants to the skin’s surface. ([Viva Woman](#))

“Above all, smiling is contagious,” added Johnson. “If you smile at your mailman, the barista who makes your coffee, and everyone else you come in contact with during the day, you just may start a never-ending smile chain.”

The Society of Happy People has thousands of happy members in 45 countries around the world. To become a member, visit [www.sohp.com](http://www.sohp.com). For information on becoming a Smile Starter Award Presenter, visit <https://sohp.com/hunt-for-happiness-week-2020/>.

### **About the Society of Happy People**

Founded on August 8, 1989 by Pamela Gail Johnson as the Secret Society of Happy People, the since-renamed Society of Happy People is a group of people that celebrates being happy, focuses on making the world a better place by sharing uplifting news, and helps others find more happiness.

Grounded on Pamela’s four key Practical Happiness Principles (Happiness Zappers Can Be Managed, Happiness is Personal, Happiness Changes as You Change, and Happiness is Bigger Than You Think), the Society has identified 31 Types of Happiness and provides a Happiness Counter to make it easier to recognize moments of happiness. A variety of free and paid membership options are available.

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