

ABOUT

ALWAYS POSITIVE DAY™

Hope and heroes have always fueled the American dream. In our darkest hours, we have been inspired by those who have triumphed in the face of overwhelming odds. It's been a hockey team that taught us to "believe in miracles", a man in a space suit "taking one small step for man, one giant step for mankind," a preacher who "had a dream", and more recently an airline pilot with the courage and belief that he could safely land his plane in the Hudson River. We have always rallied behind heroes with a positive attitude that manifested itself with relentless passion, determination and belief that any challenge can be overcome.

Today we face challenges of historic proportions with a world desperate for hope and heroes to emerge. Every night our living rooms are filled with stories of disaster, war, famine, murder, scandal, faltering economy, shrinking wealth and our leaders pointing blame. Negativity dominates the news and negative attitudes have paved the way for fear and anxiety leading millions of Americans to suffer from some form of mental illness. As a social epidemic, negativity is contagious and debilitating challenging the safety, confidence and optimism that is the foundation of our society.

In response, a group of individuals and organizations are banding together against negativity with a crusade to highlight all of the positive things happening during these difficult times and a challenge to stem the tide. They are coming together as a "Positive Force®" to be "change agents" committed to promoting the public awareness of a positive attitude lifestyle movement that is changing attitudes, transforming lives and restoring hope. They are on a crusade to "make a difference" by encouraging people to adopt the same positive attitude and outlook on life that enables them to push through adversity and overcome the challenges they face.

The group behind this movement is Always Positive® and they have established **October 24, 2010 as Always Positive Day™** and are calling on individuals, foundations, corporations, municipalities and service organizations to use the day to positively impact lives and communities within their sphere of influence. The goal is to overcome the negative news with a tidal wave of positive stories to demonstrate this notion: if we can be positive for a single day, why can't we adopt the attitude as a lifestyle.

In early 2010, Always Positive will put out the call to athletes, celebrities, corporations, executives, schools, municipalities, foundations, service organizations and political officials to do something positive in their community on National Always Positive Day.

To support the initiative and provide an ongoing portal for positive news, Always Positive launched www.alwayspositive.org as the place to recruit, educate and mobilize individuals and organizations to join the "Positive Force" behind the movement as well as a source of positive news and social networking.

Schools, businesses, government organizations and individuals will be encouraged to post, and learn about ways to connect with organizations doing positive programs on Always Positive Day at the Always Positive websites. Individually, these influencers “Ambassadors” will share Always Positives’ core values and collectively make up a “Positive Force” that is challenging others to join the crusade by doing something positive in their communities on October 24, 2010.

Always Positive hopes to extend the momentum created by Always Positive Day to schools, businesses and other organizations who will want to inject the Always Positive attitude into the lives of the people they touch. To accomplish this Always Positive is seeking leading organizations with curriculum capable of inspiring people to adopt a positive attitude.

From a corporate perspective, schools, businesses, municipalities and other organizations will have the opportunity to become “Adopters” and earn the “Always Positive Seal” of recognition for their commitment to positive business practices and positive change within their sphere of influence. Adopters will be encouraged to use their existing resources to promote what Always Positive means internally to their employees, and externally to their customers. It’s a ready-made public relations platform for businesses and organizations to adopt and align their brand with a message/movement that furthers a revolution of positive change.

Always Positive is more than a message, it’s an “economic engine” that funds the Always Positive Foundation mission of uniting people and organizations to fight negativity by spreading a message of hope through their attitudes, actions and words.

Always Positive is currently soliciting financial support for an Always Positive ad campaign designed to highlight the power of a positive attitude and break down cultural, economic and geographic barriers that have gotten in the way of a better tomorrow. The advertising campaign will help to build more buzz and interest in Always Positive Day, further drawing attention to the positive things individuals and groups are doing.

While some will call this effort futile, we believe it is critical. The world needs a little good news to give them hope and a more positive outlook about the future.

There is nothing futile about positive thinking... about hope. Changing lives will change the world.

What’s the next Step? Take Action



Learn more at
www.AlwaysPositive.Org

