

## FACT SHEET

- Organization:** Always Positive
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**Website:** [www.AlwaysPositive.Org](http://www.AlwaysPositive.Org)
- Vision:** To stimulate a worldwide “Positive Attitude Lifestyle Movement” that changes attitudes, transforms lives and restores hope.
- Mission:** To unite people and organizations to fight negativity by spreading a message of hope through their attitudes, actions and words.
- Core Values:** To live an Always Positive lifestyle with the **courage** to cause positive change, the **character** to live with integrity, and **commitment** to make a positive difference.
- Call to Action:** Choose Your Attitude
- The Challenge:** Today we face challenges of historic proportions with a world desperate for new 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.
- The Solution:** We believe you can Choose Your Attitude and that choice is the most powerful decision you can make each and every day. A positive attitude will ultimately produce gratitude, and grateful people are happier, healthier and experience more peace in their lives than negative people — despite their circumstances. Always Positive is much more than a slogan, it’s the place where hope and encouragement become tangible and contagious, and it’s also a resource to help people make the choice to be positive... ALWAYS.
- Our Business:** A positive attitude lifestyle movement is emerging. We didn’t create it we just name it after we recognized it’s already alive in the hearts and minds of millions of people around the world living it daily just waiting for a banner to rally behind. In response we created Always Positive to help brand the movement as a message of hope for positive people and organizations and as a platform where they could come together to fight negativity through their attitude, actions and words

Always Positive recruits, educates and mobilizes individuals and organizations to change attitudes, transform lives and restore hope. We partner with individuals (Ambassadors) and organizations (Adopters) to promote the public awareness of a positive attitude lifestyle movement. Always Positive promotes the brand through a “Positive Force” of ambassadors and adopters using both a national PR and a grass roots marketing strategy involving athletes, celebrities, community and business leaders. By working with the media and utilizing the internet we will build the Always Positive brand awareness around our websites. **AlwaysPositive.org** will be used to recruit and launch the movement, **AlwaysPositive.net** will be used to educate and **AlwaysPositive.com** brings value by mobilizing the membership base (Positive Force) to help individuals and organizations live a positive attitude lifestyle. **A community of positive people, for positive people will self-identify making Always Positive values an extension of their own personal or corporate identity.** Always Positive websites will be the place people gather for content, commerce and community while learning how to incorporate a positive lifestyle into their family, work, school and life.

**Markets:** Youth and Adults; Individuals, Schools, Corporations, and Communities.

**Properties:** Always Positive®, AP® design, Always Positive Day®, Siempre Positivo® and Positive Force® are federally registered trademarks and service marks of Always Positive, Inc. and all “marks”, themes, designs and slogans promote a message of hope by reinforcing the importance of a positive attitude. Always Positive® is an internationally registered trademark in more than 30 countries worldwide.

**Ownership:** Always Positive utilizes both a non-profit and for-profit business entities to accomplish the mission of "Influencing Influencers".

The Always Positive Foundation is a non-profit public 501c (3) established in 2003 to receive public donations and conduct its own grant writing and fund raising activities. The key source of revenue generation is from the sale of Always Positive branded merchandise and partnership services offered at [www.alwayspositive.org](http://www.alwayspositive.org).

Always Positive, Inc. is a for-profit California “C” Corporation founded in 1995 and the holder of Always Positive intellectual properties, trademarks, service marks and copyrights and used for the benefit of the Always Positive Foundation through licensing activities.

**Revenue:** Always Positive branded and co-branded merchandise, products and services are designed to engage a large number of individuals, schools, corporate partners and communities motivated to celebrate and promote the positive attitude lifestyle movement. These products and programs are tangible evidence of the movement and key revenue generators as well as traditional E-commerce, advertising, and sponsorships associated with various campaigns such as National Always Positive Day.

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**Our Strategy:**

Under the Always Positive brand 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 encourage people to adopt the same positive attitude and outlook on life that enables them to push through and overcome their own adversities and challenges. There are five key strategies in creating this movement;

1. Brand Building - Establish Always Positive as a nationally recognized brand.
2. Compelling Content, Products, and Services - Develop content and deliverable products and services that facilitate helping individuals, corporations, communities, and countries changes attitudes and transforms lives.
3. Professional Athlete and Celebrity Participation - Acquire endorsement and participation of positive role model athletes and celebrities to drive awareness to the brand (site) through public relations efforts.
4. Commerce - Create an economic engine through the monetization of advertising and commerce.
5. Community - Expand the AlwaysPositive.com social media networking community.

**Our Day:**

**Always Positive® has established an annual Always Positive Day™** and we’re 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 way 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.

**The Pledge:**

I believe in the power of a positive attitude and possess the courage to cause positive change. I will exhibit humility when I triumph and strong character when I fail. I will begin every day with a sense of gratitude for my gifts and the desire to use them to their fullest. I will end every day with the satisfaction that I gave it my all. When I fall short, I will respond with integrity and determination to improve. I will strive to inspire others to adopt a positive attitude as I commit my talents and influence to have a positive impact on the world I touch. **I am Always Positive**

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