

ABOUT THE MOVEMENT

At Always Positive we unite people and organizations to fight negativity by spreading a message of hope through their attitudes, actions and words.

Long before the “Green” movement people were recycling, planting trees and conserving water. And, years before Lance Armstrong created LiveStrong people were fighting cancer. So, what was it that brought hundreds, thousands then millions of individuals and organizations from around the globe together to turn what started out as a simple cause into an extremely successful movement?

Someone united, ignited and branded their cause.

We believe a positive attitude lifestyle movement is emerging. We didn’t create it; we just name it after we recognized it’s already alive and well in the hearts and minds of millions of people around the world living it daily. But, Always Positive is also much more than a slogan; it’s the place where hope and encouragement become tangible and contagious and a resource to help people make the choice to be positive... ALWAYS.

OUR PHILOSOPHY

Our Philosophy is that Always Positive® is a Philosophy.

It’s a way of life that positively affects the heart, mind and soul of every person who adopts it and lives it.

- We believe you can Choose Your Attitude.
- We believe that together we can change attitudes, transform lives and restore hope.
- We believe people and organizations can make a positive difference in the world they touch.
- We believe when enough people adopt the same philosophy it takes on a life of its own and becomes, well it becomes a movement of the people.

Do you have the **Courage** to cause positive change, the **Character** to live with integrity, and the **Commitment** to make a positive difference? If so, we invite you to help change attitudes, transform lives and restore hope by taking the Always Positive Pledge and joining the Positive Force® behind the Always Positive movement.

ALWAYS POSITIVE FOUNDATION

Birthered in 1995 as a direct response to negative messaging in society, Always Positive was created as a message of “Hope” to encourage people of all ages to embrace values such as Character and Integrity for a culture in need of a positive attitude change. Since the founders of Always Positive, Inc. believed that real change occurs only after some body cares, it just made sense that the company create a foundation to not only fight negativity, but to help individuals involved with the foundation find real significance in their day and the purpose in their lives God intended.

While Always Positive is branding a positive attitude lifestyle movement, it is also changing attitudes, transforming lives and restoring hope. This is accomplished by recruiting, educating and mobilizing individuals and organizations to improve the quality of life of the underprivileged and distressed peoples of the world through humanitarian aid, educational programs, sport and recreation, health and fitness programs, and business consultation.

On December 12, 2003 the IRS granted the Always Positive Foundation (EIN 33-0957220) official status as a 501 (c) (3) publicly supported organization. Shortly after the Always Positive Foundation began to attract groups and individuals who not only believed in spreading the Always Positive message, but also had a desire to actively participate in the Foundations activities.

The Always Positive Foundation is the sole beneficiary (100%) of revenues generated from products and services sold in conjunction with Always Positive®, AP® (design), Always Positive Day®, Siempre Positivo® and Positive Force® trademarks through an exclusive worldwide licensing agreement with Always Positive, Inc.

ALWAYS POSITIVE, INC

Since 1995 we have been all about marketing, promoting and branding Always Positive. First as a for profit apparel company and later as training and software company helping individuals and businesses achieve their goals while improving their quality of life. Over the years Always Positive has evolved into the brand name for a positive attitude lifestyle movement.

Our mission is to support the efforts of the Always Positive Foundation by providing a platform for influencers to spread a message of hope and encouragement. Our goal is to make it easy to recruit, educate, and mobilize people and organizations to live the Always Positive lifestyle through the courage to cause positive change, the character to live with integrity, and commitment to make a positive difference.

Always Positive®, AP®, Always Positive Day®, Siempre Positivo® and Positive Force® are federally registered trademarks of Always Positive, Inc. and all trademarks, themes, designs and slogans help promote a message of hope by reinforcing the importance of a positive attitude. Always Positive® is also an internationally registered trademark in more than 30 countries.
