

PRESS RELEASE

WorldHappinessCafe opening doors

On UN World Happiness Day (20.03.23), the brand new WorldHappinessCafe opens. Its sole purpose is to celebrate that happiness multiplies when shared. It is a unique in-app Cafe where people from around the world will share their daily moment of happiness.

Grow happiness by sharing

Initiator 'Happiness Man' Chiel van der Linden: "Happiness grows when you share it and this can literally be done all over the world. Imagine waking up on March 21 with the happy moment of a shrimp fisherman in Tanzania, a teacher in Venezuela, a student in India or a cook in Turkey. Then imagine that you bring them extra joy simply by sharing your happy moment with them."

Starting March 20, you can do just that, via a special WorldHappinessCafe in the Dutch app HappyWe. Already 2 million times users in the Netherlands became happier through this free app HappyWe, with which Van der Linden is working to make the "whole world give itself more light."

Unique WorldWide Challenge

With the WorldHappinessCafe, HappyWe is launching a challenge: connect as many countries as possible in happiness. The goal is that between March 20 and June 21, at least one person from all 196 countries in the world will share a moment of happiness with people from other countries. This digital cafe will be open from March 20 to June 22, 2023. The Challenge will be festively launched at congress centre Antropia, Hoofdstraat 8, Driebergen, Holland, at 5 p.m.

Watch this one minute video: <http://youtube.be/ZtnD-mgxaHY>

How the WorldHappinessCafe works

Unique to the app is that you are randomly connected with up to eight people for three days. In this group, moments of happiness are shared. Others report that this has made them happier. Van der Linden: "By writing down and sharing your happy moment every day, and seeing those of others, you create double happiness. You train your 'happiness muscle', so that you have more eye for the small happiness of today. And immediately by sharing you multiply the happiness, and color our world a little brighter. Your smile can travel the world, and so this cafe can eventually make our whole world happier." The HappyWe app has now been around for 10 years. In 2020, the millionth HappyWe moment was shared in Holland. In 2023, the 2 millionth. The app is now ready for global impact.

Pure app promise

Massive likes-oriented social media that focus on "look how beautiful, good, sociable I am" are the exact opposite of what HappyWe does. In this app, you can only see your own happiness score. Data is not sold, there are no ads and there is no focus on addiction, users are allowed a maximum of three updates per day. Read more at [www.multiplyhappiness.nl/pureappromise](http://www.multiplyhappiness.nl/pureapppromise)

Starting the Challenge

The in-app WorldHappinessCafe opens March 20, WorldHappinessDay.

It will be symbolically opened Monday, March 20, at 5 p.m. on location at Optimist Magazine: Antropia, Hoofdstraat 8, Driebergen, Holland.

The WorldHappinessCafe is a Dutch initiative of MultiplyHappiness and Optimist Magazine.

**Read more about the WorldHappinessCafe and the challenge at WorldHappinessCafe.org.
Read more about HappyWe at HappyWe.nl.**