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## THE HAPPY COMPANY JOINS THE WORLD KINDNESS MOVEMENT

*CEO, Mark Juarez Calling On Other Organizations To Make Kindness A Priority.*

With the help of *Charlie's Thinking Cheese*, Happy Company CEO Mark Juarez is determined to spread kindness across the globe!

Juarez's first work of fiction, *Charlie's Thinking Cheese* is the tale of a small mouse who proves over and over that even the smallest acts of kindness can change the world. Encased in a beautiful gift box with Appreciation Cards to give away, Inspiration Cards to share, and much, much more, Juarez hopes to encourage more kindness and generosity in others.

Juarez started the Happy Company with the Happy Massager in 1992 to spread happiness throughout the world. What he's learned since then is that one of the easiest ways to spread happiness is to spread kindness first! After learning about the World Kindness Movement, Juarez realized he'd found the perfect partner in his Movement of Kindness!

November 8, 2010, marks the beginning of World Kindness Week.

Starting November 1<sup>st</sup> [www.thinkingcheese.com](http://www.thinkingcheese.com) will host a message board for people from all over the world to record and share their acts of kindness to inspire others. On November 13<sup>th</sup>, World Kindness Day, the Happy Company is hosting several local "Kindness Treasure Hunts" in the San Francisco Bay Area. What are they hunting for? The hidden treasures in friends, family, colleagues and strangers using kindness as their guides!

### **About the Author and The Happy Company**

The Happy Company was founded in 1992 by Mark Juarez on the idea that 'All Is Possible!' and the hope to create a happier, healthier world. Juarez has been commended for his alternative work programs, his efforts to build community within the workplace and his ability to strike an optimal balance between profitable business management and social responsibility. You can find more information at [www.thinkingcheese.com](http://www.thinkingcheese.com).

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To participate in the festivities, or to learn more about Charlie's Thinking Cheese and Mark Juarez's work for World Kindness Day, visit [www.thinkingcheese.com](http://www.thinkingcheese.com). If you'd like to participate in the movement or the Kindness Treasure Hunts, please email [charlie@thinkingcheese.com](mailto:charlie@thinkingcheese.com). To learn more about the World Kindness Movement, visit [www.worldkindness.org.sg](http://www.worldkindness.org.sg).