

smile for a
better world

press release

Smile for a better world

"You do not hit a smiling face." ♥ The smile campaign wants to bring people closer to each other all over the world !

On the 14th of January 2018 smile-for-a-better-world.com started. The campaign, initiated by the young online-news portal goodnews-for-you.de, wants to look at the human being, to show faces and to remind of: Every human being is worth the same – independently of where and how it lives; regardless of gender, age, religion or from the origin. Over two hundred people from Argentina, Armenia, China, Denmark, Germany, Hawaii, Israel, Japan, Canada, Kenya, Mexico, Peru, the Philippines, Polynesia, Switzerland, Spain, the USA and Venezuela made already the start.

smile-for-a-better-world.com intends not only to bring the most different people closer but also doing good things at the same time: Friends of the news portal goodnews-for-you.de donate for one face 50 Cent (as long as the money is enough). The money collected goes to the aid organization "Sambhava" which was founded by Katrin Kausch and Mona la Barbera after the terrible earthquake in Nepal 2015 for the benefit of children and women.

How it all began...

Isolde Hilt, founder of goodnews-for-you.de:

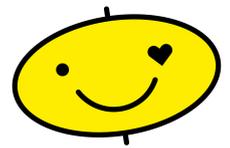
"It was a moment sometime in June when I caught the infinitely sad look of an about 40 years old man on a little bridge called "Eiserner Steg" over the river "Donau". Spontaneously I tried to cheer him up with a smile and I was wishing him all the very best with my spirit... And suddenly I got back a smile as well which touched me tremendously. May be, because such a view is getting rarer and you see more and more faces fixed on their smartphones.

While I was jogging "my brain ran at full speed": What happened if each of us would do that only a few times per day...? To smile at somebody who is sad, stressed, scared, frustrated, angry, or does not feel well. What if you would try that across all borders? And suddenly I had this slogan in my mind: "Smile for a better world!" After being at home again I checked off whether this special web address is still available, and it was!

I interpreted that as a sign...

The desire for "a new togetherness" is immense

There was fertile ground for the idea of smile-for-a-better-world.com because of political, social and ecological perspective related to global developments. The desire for a world in which everybody could live in peace within a well-functioning society, taking care of each other, is huge. Nobody likes it anymore to believe in political slogans and promises, much stagnates or is changing worryingly. So a step in the sense of "back to the roots" does probably well. We'll see...



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The creators of smile for a better world

The idea of the campaign (english & german) was growing up in the last six months at which many lovely people are involved: **Isabel Maier-Harth**, **Mirjam Salhofer** and **Ameng** could already inspire people all over the world to give us a smile. **Thomas von Seckendorff**, radio profited and journalist, composed and produced a jingle for the campaign clip which is shooting straight in our ears. The jingle is recorded and sung by: **Kristin Frauenhoffer**, **Isolde Hilt**, **Silvia Knüpfer**, **Alexander Nuißl**, **Florian Roithmeier**, **Franz Schindlbeck** and **Johannes Schindlbeck**. The face behind the speaking smiley is **Peter Herrmann**, simultaneous translator, translator and author – supported by composer & producer **Dennis O'Neill**/TaylorRecords.de. Production of the clip: Daniel Klare. Program of smile-for-a-better-world.com: **Jonas Klare**/KLARE.MEDIA and **Philipp Brendel**, Web Development. **Tom Harmsen** had the genius idea to initiate also a charitable purpose. Thanks for the english translation to **Birgit Hilt** and **Bernhard Schindlbeck**.

friends of the news portal goodnews-for-you.de are supporting "Sambhava"

To take part in smile-for-a-better-world.com has a dual advantage: Every person who gets part of it is supporting a good purpose at the same time. Friends of the news portal goodnews-for-you.de honour a smile with 50 Cent. The donation benefits directly "Sambhava"!

Katrin Kausch from Germany and Mona la Barbera from France have been in Nepal when devastating earthquakes haunted the small state at the Himalayas in April 2015. Both young women survived and wanted just one thing to do: helping on the spot! So they founded the society "Sambhava", in the meantime recognized as a non-profit organization, to give children and women a new perspective of life.

Give the world your smile and a little story, too!

We need everyone's support now: take part and retell it! If there is a nice story please send it to us. You would think we were joking to create something big together?! Please be a part of it! Thank you very much!

For further information, we are happy to help:

good news for you • Das Nachrichten-Portal für ein besseres Leben

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