

**From:** [REDACTED]  
**Subject:** FW: EMBARGO 3/20 | Celebrate International Day of Happiness With Aruba's Language of Happiness  
**Date:** Tuesday, March 12, 2024 8:29:27 AM  
**Attachments:** [image001.png](#)

---

Hi [REDACTED]

Wanted to share the team's latest International Day of Happiness pitch for Aruba. This pitch was sent out today, 3/12 to 86 journalists.

Let us know if you have any questions!

Thanks,

**Thomas DeFrancesco** | +1-973-847-1682

---

**From:** [REDACTED]  
**Sent:** Tuesday, March 12, 2024 9:19 AM  
**To:** [REDACTED]  
**Subject:** EMBARGO 3/20 | Celebrate International Day of Happiness With Aruba's Language of Happiness

Hi [REDACTED],

***Please note, this news is under embargo until Wednesday, 3/20 @ 9:00 am ET***

Best known as the One happy island, [Aruba](#) is teaching lessons in the **Language of Happiness** to celebrate International Day of Happiness on March 20.

To teach this universal language that can be spoken & felt, Aruba is releasing its first-ever educational video (releasing on 3/20) outlining five simple lessons for everyone to become fluent in happiness. Because the happiness that comes from Aruba is different - it stays with you long after you leave. A feeling so strong, they call it the [Aruba Effect](#).

Are you working on any International Happiness Day stories where this may be a fit? Please see the official press release with full details below. I'll be sure to follow up with a link to the video and landing page once it is live on Wednesday, 3/20 @ 9:00 am ET.

Happy to answer any questions you may have and thanks for considering!

Best,

+++

**\*\* Please note, this news is under embargo until Wednesday, 3/20 @ 9:00 am ET**

**\*\* Video and landing page links will be embedded within the release once the news goes live**

### **Copy of Press Release**

## **Aruba Celebrates International Day of Happiness by Teaching the Language of Happiness**

*Aruba's happiness is more than just a feeling that stays with you, and One happy island is inviting travelers to learn its special language*

ORANJESTAD, Aruba, March 20, 2024 - Today, the One happy island of Aruba is introducing the [Language of Happiness](#), in celebration of [International Day of Happiness](#). This global campaign is focused on teaching lessons in happiness, a language both spoken and felt, around the world.

It's no surprise that the happiness that comes from Aruba is different – it stays with you long after you leave. It's a feeling so strong it even has a name, The Aruba Effect. That's why this International Day of Happiness, Aruba wants to encourage those across the globe to take a lesson in the Language of Happiness. How? By releasing the island's first-ever educational video outlining five simple lessons so everyone can become fluent in happiness.

1. **Gratitude:** Ask yourself, "What am I thankful for?" Whether it's the people in your life, your health or nature itself, find a way to express gratitude. In Aruba they simply say "Masha Danki."
2. **Wellness:** It's difficult to care for others without first caring for ourselves. From work-life balance to exercise and relaxation, don't forget to take care of you.
3. **Community:** Home to approximately 100 different nationalities, Aruba knows the value of community - a sense of belonging that keeps us connected. Joining a community and welcoming others, speaks happiness through inclusion.
4. **Kindness:** Kindness is happiness in action, as Arubans know all too well. The kindness you receive becomes the kindness you share.
5. **Growth:** Stay curious – because curiosity leads to growth. Open yourself to happiness that you may otherwise have never known and share it with others.

To share the five lessons behind the Language of Happiness far and wide, ATA partnered with those who are most fluent, travelers who recently felt the Aruba Effect, to share the video with their audience of jetsetters. Because no matter where you're from, or visiting around the world, there's only one truly universal language.

Want to learn more? Head on over to [@ArubaTourism](#) on Instagram or visit [Aruba.com](#) to practice the Language of Happiness.

### **About Aruba**

As one of the most revisited Caribbean destinations, Aruba is home to world-class beaches, a diverse culinary scene, top-rated rejuvenating wellness experiences and award-winning hotels and villas. Better known as the One happy island, Aruba's consistently sunny weather and welcoming hospitality are only parts of what makes the island so special. The island leaves travelers with an overwhelming sense of happiness, sending them off with a glow that

never fades – we call it the [Aruba Effect](#). Want to discover more? Visit [Aruba.com](#) and follow along on social @arubatourism on [Instagram](#), [Facebook](#) and [X](#).

*This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.*



**ZENO** **FEARLESS PURSUIT OF THE UNEXPECTED**  
2023 PRWeek Purpose Agency of the Year  
2022 PRWeek Global Agency of the Year  
2022 PRWeek US Large Agency of the Year  
2022 PRWeek Best Places to Work  
2022 PRovoke North America Best Large Agency to Work For