



# LETTERS OF HAPPINESS

International promotion



АССАМБЛЕЯ НАРОДОВ  
ЕВРАЗИИ  
EURASIAN  
PEOPLES' ASSEMBLY

# WHY ARE HAPPY LETTERS IMPORTANT?

They say that when you share happiness, it becomes more. Happy people are unlikely to want to start quarrels and enmity with each other.

It would seem that what can a small postcard, a letter do? But believe us, even a small wish for happiness can do a lot.

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To all comers, the organizing committee of the international action "Letters happiness" offers to recall the good tradition of sending handwritten mail that brought joy to loved ones.

# THE PURPOSE OF THE PROMOTION

To draw the attention of children and adults around the globe to peace as a guarantee of happiness on the whole earth.

## TASKS

- ◇ Involvement of children and adults in social activities and volunteer activities.
- ◇ Increase the percentage of happiness among children and adults by engaging in volunteer activities.
- ◇ Promoting the idea that handwritten mail brings joy and warmth to the recipient.
- ◇ Formation and justification of the paradigm that happiness becomes more when it is shared.

# PROMOTION STAGES

1

Launch of the International Festival of Creative Works "Share your happiness". Design of postcards based on the best works. Creating a song about happiness.

2

Presentation of the campaign at the events of the Eurasian Peoples' Assembly and partner events. Attracting partners from other countries.

3

The culmination of this project will be the International Festival of Happiness, which is scheduled for September. The longest letter of happiness will be created at the festival.

# SHARE YOUR HAPPINESS

On April 14, the International Festival of Creative Works "Share your Happiness" started.

Printed postcards will be created based on the works, which will be sent around the world.

Maybe it is your drawing that will bring happiness to millions of people! The festival also includes videos with the creation of drawings, which will be included in the final video of the project.



The culmination of the action will be the "International Festival Happiness", which will be held in September. The longest letter of happiness will be created at the festival.

## DRAWING



YOU CAN SEND YOUR  
DRAWING TO THE FESTIVAL

## POSTCARD



THE BEST WORKS WILL BE  
THE BASIS FOR POSTCARDS

## DEPARTURE



LETTERS OF HAPPINESS WILL BE  
RECEIVED BY MILLIONS OF  
PEOPLE AROUND THE WORLD

# TECHNICAL REQUIREMENTS

## VIDEO

The video must be shot in a horizontal format, in a resolution of at least 720p, the frame is lined up on top.

## DRAWING

You can send a photo or drawing. The photo of the drawing should be taken strictly from above, in good light. The format is at least as large as 1920 x 1080 pixels.

THE INITIATOR OF THE ACTION IS THE EURASIAN PEOPLES' ASSEMBLY  
<http://eurasia-assembly.org>

IF YOU HAVE ANY QUESTIONS,  
PLEASE CONTACT THE DEPARTMENT OF HAPPINESS

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