## Sample Press Release:

## International Day of Hope

INSERT CITY / STATE / INSERT WIRE / INSERT DATE / The Shine Hope Company and International Foundation of Research and Education on Hope (iFred), introduces a proclamation to establish an International Day of Hope, scheduled for the first Monday in May, provides an opportunity for global solidarity.

The International Day of Hope will be celebrated on the first Monday of May with INSERT INFORMATION ABOUT INTERNATIONAL DAY OF HOPE EVENT IN YOUR COMMUNITY. INSERT SPEAKER NAMES, and community members will speak on how they are activating hope in INSERT YOUR CITY/STATE.

On this day, Hopeful Cities® invites all to come together to share the science, stories, and strategies of hope and actively engage in implementing hope in our lives and communities worldwide. Our goal is to advocate for the establishment of The International Day of Hope through an official United Nations resolution. This initiative will kick off a five-day campaign featuring the Five Day Global Hope Challenge, yard signs, sunflower gardens, workplace educational posters, sunflower Shine murals, live speaking events, classroom teachings of Hopeful Minds, and more.

Hopeful Cities is an initiative developed by The Shine Hope Company and iFred that incorporates almost ten years of research on what it takes to create, maintain, and grow hope.

INSERT QUOTE ABOUT HOPELESSNESS IN YOUR COMMUNITY AND THE IMPORTANCE OF HOPE

The Hopeful Cities movement features the Hopeful Cities Playbook, a step-by-step guide to help cities activate the “how-to” of hope in the sectors of government, science, healthcare, education, art, and the workplace. The Eight Guiding Principles of Hopeful Cities are integrated into all interventions across these six sectors, driving change and ensuring everyone can proactively move from hopelessness to hope.

“We’ve got to stop just talking about hope as just a wish, as it is much more, and there is a robust scientific field in hope,” says Kathryn Goetzke, CEO and Chief Hope Officer of The Shine Hope Company, Founder of iFred, Creator of Hopeful Minds, Hopeful Cities, and Hopeful Mindsets, author of The Biggest Little Book About Hope, host of The Hope Matrix, and recent appointee at the United Nations representing the World Federation for Mental Health.

“Hopelessness is both emotional despair and motivational helplessness, so we aim to teach individuals the “how-to” of getting from despair to positive feelings, and helplessness to inspired action. We also ensure they know where crisis resources are before they actually need them. Hope is always possible, yet it must be activated.”

The Hopeful Cities Movement in INSERT YOUR CITY/STATE NAME was made possible by INSERT SPONSORS. Hopeful Cities thanks their sponsors for the generous support and contributions to their work.

**About The Shine Hope Company:**

Our mission is to empower all by teaching scientifically informed and evidence-based methods that cultivate hope. Through our educational resources, tools, and activations, we aim to inspire individuals to foster positive feelings and take inspired action, measuring their progress in nurturing and sustaining hope in their lives. Visit [www.theshinehopecompany.com](http://www.theshinehopecompany.com) to find out more.

**About iFred:**

iFred, a[501(c)3 organization](https://pr.report/V3-jpDsc), is working to teach hope. iFred has worked to shine a positive light on mental health and eliminate stigma through prevention, research and education and created a shift in society's negative perception of the disease through positive imagery, rebranding, celebrity engagement, cause marketing campaigns, and establishing the sunflower and color yellow as the international symbols for hope. iFred worked with The Mood Factory to do the first nationwide cause marketing campaign for mental health in the US, and created the first ever program to teach hope, based on research it is a teachable skill.

**About Hopeful Cities**

Hopeful Cities is equipping cities around the world with the tools they need to create, maintain, and grow hope, citywide. This initiative features the Hopeful Cities Playbook, a step-by-step guide to help cities activate the “how-to” of hope in the sectors of government, science, healthcare, education, art, and the workplace. The Eight Guiding Principles of Hopeful Cities are integrated into all interventions across these six sectors, driving change and ensuring everyone can proactively move from hopelessness to hope. Visit [www.theshinehopestore.com](http://www.theshinehopestore.com) to get a copy of the Hopeful Cities Playbook. Visit [www.hopefulcities.org](http://www.hopefulcities.org) to find out more how you can activate hope in your city.

## Sample Press Release:

## Hopeful Cities

### INSERT CITY Commits to Hope, Joining the Hopeful Cities Movement to Ensure the Community Knows the What, Why, and How of Hope

INSERT CITY / STATE / INSERT WIRE / INSERT DATE / The Shine Hope Company ([TSHC](http://www.theshinehopecompany.com)) proudly announces INSERT CITY joins the Hopeful Cities movement. The Hopeful Cities initiative is a comprehensive program aimed at raising awareness about the elements for creating, maintaining, and growing hope through targeted interventions across various city sectors, including government, the workplace, art, science, education, and healthcare. Hope is measurable, and teachable, and all in INSERT CITY are encouraged to visit www.hopefulcities.org/COUNTRY/STATE/CITY to learn more.

INSERT NAME OF FUNDER OR INFLUENTIAL PERSON IN CITY (i.e.): "Hopelessness is learned and impacts all areas of life", says INSERT NAME OF PERSON. "The physical isolation triggered many complications, including depressive symptoms, anxiety, stress, sleep disorders, and emotional disturbance, and it is easy to fall into hopelessness. The job and home losses are also adding to the dire circumstances of many, and it is critical we use hope as a strategy, and the related skills, to proactively combat the many challenges we face as hope is a protective factor for anxiety and depression, and teachable."

Hopeful Cities aims to operationalize the work of Hope in INSERT CITY through a public health campaign, workplace posters, Hopeful Minds Overview programs for youth, programs for teens, and a Parent’s Guide for using hope language at home. Hopeful Cities includes a Hopeful Cities Playbook, a resource with a guide on how to amplify hope science in the following Six Sectors: government, science, healthcare, education, art, and the workplace.Hopeful Cities’ Eight Guiding Principles are embedded into every one of our interventions across all six sectors: Take a Whole Community Approach, Bridge the Knowledge-Action Gap, Utilize Solution-Focused Methods, Act Early Everywhere, Empower All Citizens, Amplify a Universal Brand, Use Evidence Informed and Evidence-Based, and Activate the Shine Hope Framework.

INSERT QUOTE FROM MAYOR OR CITY LEADER (i.e.): "I’ve always thought about hope as a wish, and not understanding that it is something you can learn," INSERT MAYOR’S NAME. “It is exciting to know hope can be taught, and it is something we need to teach all in INSERT CITY. We are proud to be a part of this initiative, and excited to get the work in the hands of those that can help spread the word."

The Hopeful Minds Overview curriculum and Parent’s Guide, available at no cost to parents and educators, offers downloadable resources suitable for both classroom and remote learning environments. While initially tailored for grades K-6, the curriculum is adaptable for all age groups and was recognized as an innovation by the World Bank. It features Hope Hero stories, including figures like John Krasinski, Magic Johnson, and Selena Gomez, who exemplify the skills of hope. The curriculum is designed for remote learning compliance, aligns with National Health Education Standards, and includes a Parent’s Guide to facilitate learning hope language at home. Covering a comprehensive range of topics, the curriculum teaches the significance and potency of hope, mindfulness, emotional self-regulation, gratitude, the brain, nutrition, the concept of success as a journey, handling failure, overcoming rumination and worry, finding purpose, experiencing wonder and awe, navigating change, creating a network for hope, and much more.

Myron Belfer, MD, MPA, an advisor for the Hopeful Minds and, and Professor of Psychiatry in the Department of Psychiatry, Children's Hospital Boston, Harvard Medical School, has shown from a review of research that, "Hope is tangible and teachable, and it is an essential ingredient for a successful life trajectory." He has cited the clinical approach of the Nobel Prize winner Dr. Joseph E. Murray, who helped his severely ill patients not by talking about prognosis but by offering a future orientation embodying hope.

Recognizing hopelessness as the primary predictor of suicide and a key symptom of depression and anxiety, Kathryn Goetzke, MBA, Founder of [iFred](http://www.ifred.org) and CEO and Chief Hope Officer of [The Shine Hope Company](http://www.theshinehopecompany.com), transformed theory into action. She pioneered the first-ever free global curriculum explicitly designed to impart hope as a skill. Higher levels of hope correspond to greater emotional and psychological well-being, greater economic security, improved academic performance, less violence, more connection, less loneliness, and enhanced personal relationships.

The Hopeful Cities workplace campaign includes the Five Keys to Shine Hope including; Stress Skills, Happiness Habits, Inspired Actions, Nourishing Networks, and Eliminating Challenges. The free 5-Day Global Hope Challenge includes a daily email, with a video / written lesson that includes one action step to practice daily to start learning about ‘how’ to hope. There are also links to the Children’s and Adult Snyder Hope Scales, so individuals can measure their own journey to hope. The program also includes PSAs, billboards, ads, yard signs, social media kits, to ensure all know what hopelessness is, and be equipped with skills to Shine Hope.

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**Media Contacts:**

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