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Media Release

Community Partners Initiate #ShareTheHappy Campaign

For Immediate Release

Billings, MT, November 21, 2016: In an effort to highlight the positive aspects of our community and region, Billings365.com, the Billings Chamber of Commerce and the Downtown Billings Alliance proudly partner with businesses and individuals across the community banding together to #ShareTheHappy.

“While looking through my Facebook newsfeed recently, everything just seemed so negative,” explains Jessica Baldwin, owner and founder of Billings365.com and an active leader in the Chamber’s NextGEN group who came up with the idea. “I was feeling disappointed in some of the very real, negative experiences local people were having. I just got to thinking, ‘How could we interject some positivity into the community?’”

With the recent influx of the extremely polarized political environment and unfortunate local hate messages, the news feeds have shown a discouraging side of not only our nation, but our community. #ShareTheHappy is a simple effort to flood the local social news feeds with more positivity while also encouraging businesses and individuals across Billings to seek out simple and meaningful ways to leave a positive, lasting impression on others. Some businesses, like Billings365.com, are paying for coffee or treats to surprise patrons while also leaving them with an additional free coffee or treat to gift to someone else and tag the recipient on social media using #ShareTheHappy.

“When Jessica approached us with the idea, we were eager to be part of the effort,” John Brewer, President and CEO of the Chamber shared. “There is so much good in this community and it is important that we all talk about it and celebrate it with each other. These types of efforts are a great example of what sets Billings apart from other communities; why we’re the Best Town in America!”

The initiative is explained in depth along with a downloadable #ShareTheHappy card and ideas to get started at www.BillingsChamber.com/sharethehappy. Billings365, The Billings Chamber of Commerce, and Downtown Billings are participating encourage the community to adopt the concept in their own ways.

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Advocate. Connect. Grow. The Billings Chamber of Commerce represents you, our 1,200 members who employ more than 44,000 people. We help you grow your bottom line by connecting you to opportunities and advocating for your business and our community.