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**HAPPINESS IS HIP: A MOVEMENT TO “SCATTER JOY”**

*Kathy Davis’ New Book, Social Networking Web Site Aims to “Scatter Joy” Far and Wide*

**Ambler, Pa.** – **March XX, 2009** – Kathy Davis, a celebrated artist, greeting card designer, entrepreneur and chief executive and visionary officer of the lifestyle brand that bears her name, has made two simple words – Scatter Joy – her personal philosophy and brand promise. Now they are the title of her new book and social networking Web site, both due out this spring.

*Scatter Joy: Living, Giving and Creating A Life You Love* (Scatter Joy Publishing, 2009), is Davis’ newest book and contains real-life stories of “joy scatterers” – individuals whose generosity and positivity have inspired Davis – as well as warm, wise council from Davis herself about finding joy and happiness.

Davis is also launching a social networking Web site – [www.scatterjoy.com](http://www.scatterjoy.com) – as a companion to the book. It will be a place where people can share inspirational and uplifting stories, videos and photos.

“We’re surrounded by amazing stories of generosity, kindness and courage every day,” says Davis. “This will be a great new online venue where people can use the power of the Internet to share those stories and scatter some joy.”

The message is timely, says Davis, who hopes to spark a “scatter joy” movement along the lines of the “Practice Random Acts of Kindness” movement of the 1980’s.

“Right now many people are going through major life changes and are searching for inspiration and meaning,” says Davis. “Our relationships and ability to experience joy gives us direction and satisfaction. The book is really about helping people find those opportunities to create and share joy.”

In the book, Davis reflects on her own personal journey and pursuit of “joy” – including her decision to leave teaching to become a professional artist and launch her own design firm. She also offers advice for other would-be-entrepreneurs and joy-seekers on how to nurture positivity and find the joy in simple things.

For example, she suggests meditating on an inspiring word or quote each morning as part of a daily routine, or bringing fresh cut flowers to the office to spread joy in the workplace.

The new book, which is sprinkled with Davis' inspiring and whimsical art, including doodles from her personal journals, is available to pre-order immediately at [www.kathydavisstudios.com](http://www.kathydavisstudios.com) and [www.kathydavis.com](http://www.kathydavis.com), and will also be available in Carlton Card retailers nationwide beginning in May. **The Web site is scheduled to go live in early April.**

**About the Author:**

Kathy Davis, one of the world's leading and most respected designers, is chief executive and visionary officer of the lifestyle brand that bears her name. With her brand and products reaching 50 million people worldwide annually, Kathy's mission to "Scatter Joy" resonates in her designs and heartfelt messages. She currently resides in Horsham, Pa., with her family and a menagerie of pets. She is available for media.

***Scatter Joy: Living, Giving and Creating A Life You Love***

By Kathy Davis

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**About Kathy Davis Designs, Inc.**

Touching more than 50 million consumers annually, Kathy Davis is one of the world's leading and most respected designers. Davis manages an extensive portfolio of more than 15,000 designs, acting as Chief Executive Officer and Chief Visionary Officer of the Ambler, PA. – based company that bears her name. Kathy's brand promise to "Scatter Joy" defines both her work and the mission of her company. Kathy Davis Designs, Inc. now operates under four brand names: "Kathy Davis," "The Studio at Kathy Davis," "Portfolio – Kathy Davis Studios," and "Fred and Lorraine." For more information, please visit [www.kathydavisstudios.com](http://www.kathydavisstudios.com).

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