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**FOR IMMEDIATE RELEASE**

**OPTIMIST INTERNATIONAL BOOSTS HAPPINESS WITH MUSIC**

*Optimist International to host first-ever musical happiness competition for youth on the International Day of Happiness*

February 17, 2021, St. Louis, MO – Optimist International invites middle and high school youth to participate in the first-ever Optimist International Musical Happiness Competition. The entries are due March 15, 2021, and the winners will be announced on the International Day of Happiness, March 20, 2021.

* Minimum age to participate is 11 and no more than 18 years old as of October 1, 2020.
* Submissions are directly to YouTube using #OptimistMusicalHappiness2021
* Six prizes will be awarded for 1st, 2nd, and 3rd place in musical and vocal categories
* The guidelines are available at optimist.org/optimist\_musical\_happiness\_competition.pdf

According to Optimist International Mark Weinsoff, Optimist International chose to recognize the International Day of Happiness with music because music makes people happy. “Optimist Clubs provide many programs for youth, based on the needs in their individual communities. With the pandemic, we thought it was especially important to reach out with as an organization to share positive emotions with children and adults.”

The winners will be recognized at a special event on Zoom, March 20, 2021, 10:00 a.m. CT. “As Optimist Club members, we choose optimism every day. We believe optimism, happiness, and now music, go hand-in-hand,” Mr. Weinsoff concluded.

Optimist International is made up of more than 2,200 Optimist Clubs in the United States, Canada, the Caribbean, Mexico, and throughout the world where more than 70,000 adult and youth members strive to bring out the best in youth, community and their very own selves. More information may be found at optimist.org.

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