

FOR IMMEDIATE RELEASE

**It's Official: February is National Laugh-Friendly Month**

Fairfax Station, VA (January 2008). Who needs roses and chocolates? ee publishing & productions, *the laugh-friendly company*®, is giving everyone a reason to be happy in February: it's officially National Laugh-Friendly Month! The best part? No sweethearts required!

ee (that's "double e") is thrilled to announce that the 2008 edition of *Chase's Calendar of Events* has acknowledged this February as the first-ever National Laugh-Friendly Month. Published by McGraw-Hill, *Chase's* is "the most comprehensive and authoritative reference available on special events, holidays, federal and state observances, historic anniversaries and more." Libraries, media professionals, event planners, and publicists rely on the calendar, which contains more than 12,000 entries annually. This year marks *Chase's* 50<sup>th</sup> anniversary edition; ee feels especially privileged to be included in this important and highly respected volume.

National Laugh-Friendly Month is specifically devoted to encouraging friendly business practices and exceptional customer service, which is particularly fitting since ee is *the laugh-friendly company*®. But being laugh-friendly doesn't stop there. As businesswomen, Elizabeth Sills and Elena Patrice, ee's founders, are cheerfully committed to cultivating laughter in children through their book and toy company. They've also taken it as their special mission to remind grown-ups how good it feels to laugh and how catching it is.

"Business can be so serious," explains Sills. "We create products for children, our favorite people because they love to laugh out loud all the time. We like to laugh out loud, too—and loudly. We get 'shushed' all the time. But we truly believe the world would be a better, happier place if we all laughed more."

"That's our tag line," adds Patrice. "Be laugh-friendly. Change the world."

Commemorative 2008 Laugh-Friendly Month buttons can be obtained by emailing [info@laughfriendly.com](mailto:info@laughfriendly.com). A new pin will be issued each year.

So this February do *your* best to change the world. Laughing is a good start.

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