 Chronicle Books Launches Happiness Is... Brand

San Francisco, CA (Jul. 20th, 2015) Studies show that the happier and more optimistic you are, the happier and more healthful you become. Chronicle Books is thrilled to announce the launch of the new ultimate feel-good brand, Happiness Is... A Gift for Every Happy Moment. Uplifting and relatable, Happiness Is... reminds us of the many simple ways we experience happiness every day, and helps us celebrate this with our loved ones.

In an age when everyone is busy, distracted, and plugged in, this brand is a reminder to slow down and appreciate life’s simple happy moments. Chronicle Books is partnering with HAP Consulting to launch the brand, which features the signature charming illustrations found in the book Happiness Is... 500 Things to be Happy About (Chronicle Books, 2014). This upcoming fall, Happiness Is... will continue to build momentum with adorable new notecards, a blank journal, and sticky notes, followed by an exciting range of gift products through 2016-17, including a new book Happiness Is... 500 Ways to be in the Moment, Happiness Is... One Happy Thing Every Day journal, Happiness Is... A Little Note miniature notecard set, a 2017 family wall calendar, travel journal, birthday book, and much, much more.

As the brand expands into markets beyond paper goods, from home and party supplies to travel and self-care products, it will truly provide a gift for every happy occasion, from joyous milestones to little moments that make each day special.
The brand story began in 2013 when famed illustrators and bestselling authors (*Me Without You*, Chronicle Books, 2011) Lisa Swerling and Ralph Lazar started The Happy Page on Facebook. They invited followers to submit a personal answer to the prompt “happiness is . . .” and proceeded to illustrate and post one entry every hour around the clock, ultimately creating more than 6,000 original *Happiness Is . . .* illustrations and amassing 2.5 million fans worldwide.

Chronicle Books published Swerling and Lazar’s *Happiness Is... 500 Things to be Happy About* in fall of 2014. The book was an instant bestseller and has been translated into eight languages.

“Happiness is ... spreading happiness!” says Chronicle Books’ Publisher Christine Carswell. “How exciting it is to grow the mindful and life-affirming Happiness Is ... brand -- not only with Chronicle Books' own publishing but also into myriad new products and gifts. Here's to celebrating happiness!”

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**For Further Information**

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**About Chronicle Books**

One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1967 and over the years has developed a reputation for award-winning, innovative books. Recognized as one of the 50 best small companies to work for in the U.S. (and the only independent publisher to receive this award), the
company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes much admired illustrated books and gift products in design, art, architecture, photography, food, lifestyle, pop culture, and acclaimed children’s titles. Chronicle Books’ objective is to create and distribute exceptional publishing that’s instantly recognizable for its spirit, creativity, and value. For more information about Chronicle Books, visit www.chroniclebooks.com.