

FOR IMMEDIATE RELEASE

World Happiness Fellowship, Cornerstone of Recovery & Knoxville Happiness Coalition Celebrate International Day of Happiness with Global Watch Event in Knoxville

Louisville, TN — March 20, 2026 | 9:00 AM–2:00 PM

The **World Happiness Fellowship**, in partnership with **Cornerstone of Recovery** and the **Knoxville Happiness Coalition**, will celebrate the **International Day of Happiness** on **Friday, March 20, 2026**, with a global watch event hosted in Knoxville, Tennessee.

This event highlights a growing body of evidence to position happiness as a **performance strategy**, not a wellness trend. Research published in [Harvard Business Review](#) demonstrates that when people operate in a positive brain state, performance improves first—and *success follows*. Positive emotional states directly enhance judgment, speed, creativity, and resilience, making happiness a competitive advantage for organizations.

World Happiness Fellowship embodies happiness as a science, skill and tool to empower employers and employees alike to embrace simple actionable strategies together to improve overall wellbeing. ~Alexia Georghiou, Founder

- **~31% increase in productive energy**
- **~37% higher sales performance**
- **~40% greater likelihood of promotion** (leadership readiness)
- **Up to 3× greater creativity**
- **~23% reduction in the negative effects of stress**

The celebration will feature two well-respected speakers, [Dr. Elia Gourgouris](#), America's *Happiness Doctor*, and Enrique Rubio, CEO and Founder of [Hacking HR](#). Topics of discussion will include the power of small acts of kindness, play, and community building.

When we play together, we stay together. World Happiness Fellowship builds momentum throughout the event as participants experience the power of happiness science collectively. ~Alexia Georghiou, Founder

These outcomes are durable. When simple positive habits are practiced for as little as three weeks, gains persist for months—indicating a systemic shift in how the brain processes information, not temporary motivation. The practices require minutes per day, scale across roles and industries, and deliver measurable business impact: reduced

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stress-related performance decline, stronger resilience during change, and improved decision quality under pressure—*while raising performance standards, not lowering them.*

The event is part of a worldwide series of synchronized watch parties, bringing global insights to local communities. **Hacking HR** serves as the **Presenting Sponsor**, underscoring the organization's commitment to human-centered, performance-driven leadership.

The event runs from **9:00 AM to 2:00 PM** and will be held at **Cornerstone of Recovery, 4726 Airport Hwy, Louisville, TN 37777**.

Event Details

What: International Day of Happiness – Global Watch Party

When: Friday, March 20, 2026, | 9:00 AM–2:00 PM

Where: Cornerstone of Recovery

Address: 4726 Airport Hwy, Louisville, TN 37777

Featured Keynotes: Dr. Elia Gourgouris; Enrique Rubio

Media Invitation

Local media outlets are invited to attend and participate as **media sponsors**. Interviews with speakers and organizers are available upon request.

Media Contact:

Alexia Georghiou, Knoxville Happiness Coalition, 865-283-3605,
alexia@knoxvillehappinesscoalition.com

World Happiness Fellowship

The World Happiness Fellowship advances evidence-based practices that improve human well-being and performance across communities and organizations worldwide.

Cornerstone of Recovery

Cornerstone of Recovery provides comprehensive addiction treatment services, emphasizing whole-person recovery and long-term resilience.

Knoxville Happiness Coalition

The Knoxville Happiness Coalition convenes leaders and community members to promote well-being, connection, and sustainable success across the region.

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Hacking HR

Hacking HR is a global community and platform shaping the future of work through innovation, inclusion, and human-centered leadership.