



Poster #1

USPS to depict Harvey Ball's Smiley Face in commemorative stamp series

With a mission to become a cornerstone for world peace, "World Smile Day® #1" was held on October 1, 1999.



Badge #1

Smiley Face leads voting September 24, 1998, "Worcester Telegram and Gazette"

It's not clear whose smile was broader, Harvey R. Ball's or the perpetually pleased smiling face symbol he created in the early 1960s. Both had good reason to grin yesterday as the bright canary-colored face led all nominees in voting for subjects to appear on U.S. Postage Stamps that will commemorate the 1970s.

"I'm very pleased to hear that it's in the lead," said Ball, 77, who first learned about the Postal Service contest several weeks ago when he stumbled upon the ballots during a trip to the post office on June Street. The official ballot has a reproduction of the world-famous happy face on the front cover. "It's nice to know that it's leading the pack, and I hope it makes it," he added.

Voting to select 15 people, symbols, trends or events from the 1970s to appear on stamps commemorating that decade will continue through the month. So far, the smiley face is the top vote-getter with 201,308. The "Sesame Street" television series is second, with 171,093 votes, followed by the nation's bicentennial, with 164,251. Rounding out the top five are the disco dance craze, 156,674, and Earth Day,

155,375. Alan Engheben, 43, of Worcester said the "only thing" he can remember of the decade is Ball's smiley face. "It was all over everything," he recalled, noting that the symbol had staying power through much of the 1980s and is enjoying renewed interest today. Engheben also recalled disco and the fashions of that day, though not fondly. The smiley face will top the ballot he plans to cast, he said.

Sandra J. Melkonian of Worcester also wants to see Ball's creation smiling from a postage stamp, and she wants to be certain it's Ball's. Owner of Keystone Glass & Frame, Melkonian has collected more than 500 signatures on a petition asking the Postal Service to use the original smiley face, when and if it appears on a stamp, rather than one of the many variations that followed. "Folks are really excited when they realize that Mr. Ball was the creator of the smiley face," said Melkonian, who gathered many of the signatures this past weekend at a festival on Martha's Vineyard.

Harvey Ball, who created and designed Smiley Face at the end of 1963, will launch his long-cherished dream of "World Smile Day" in his hometown of Worcester in Massachusetts. The event aims to become a cornerstone for world peace. "World Smile Day #1" will be held on October 1, 1999, with the event then being held annually on the first Friday of every October.



USPS representative addressing the crowd | Handshake between Harvey Ball and the USPS representative | Commemorative photograph with some children

The United States Government (United States Postal Service) officially recognizes Harvey Ball as the creator and designer of Smiley Face. In 1999, Smiley Face was selected as an image representative of the US in the 1970s and was depicted in a commemorative stamp issued by USPS. In commemoration of this event, on October 1, 1999, a USPS representative attended World Smile Day® #1 and declared that Harvey Ball had created and designed Smiley Face (America Face). In accordance with this, the United States Government (United States Postal Service) officially recognizes Harvey Ball as the creator and designer of Smiley Face.



World Smile Day pamphlet



Cast your vote for a design to represent the 1970s

Thirty people, events, symbols and trends have been nominated to depict the 1970s - one of the more meaningful decades of the 20th century.

How to vote?
Select three items for each of the following categories: People and Events, Arts and Entertainment, Sports, Science and Technology, and Lifestyle.

How to buy the stamps?
Results of the ballot will be posted at post offices six weeks after voting closes. This 1970s commemorative stamp series, decided on by you, the public, will be launched in September 1999. Stamps for the 1900s to 1920s are currently available at your local post office.

What are you waiting for? Pick up a pencil and decide which designs will go down in history!

- (Nominations in each category)
- [People & Events]
1. Women's rights movements
 2. Watergate
 3. Earth Day
 4. Oil shortage
 5. Opening of China

6. Bicentennial

- [Arts & Entertainment]
7. Sesame Street
 8. "The Godfather" movie
 9. "Roots" book and television show
 10. "Spiral Jetty" artwork in Great Salt Lake
 11. "All in the Family" television show
 12. Public Broadcasting System and National Public Radio
 13. "A Chorus Line"
 14. Photo-realism

- [Sports]
15. Pittsburgh Steelers football dynasty
 16. Racehorse "Secretariat"
 17. "Monday Night Football"
 18. Popularity of soccer leagues
 19. Growth of tennis
 20. Oakland A's baseball team

- [Science & Technology]
21. Jumbo jets
 22. "Pioneer 10"
 23. Development of medical imaging
 24. Popularity of VCRs

- [Lifestyle]
25. Smiley Face
 26. Post-modern architecture
 27. Jogging
 28. 1970s fashions
 29. Citizens bank radio
 30. Disco



Harvey Ball, creator of Smiley Face, declares second World Smile Day open

The second World Smile Day was held in the City of Worcester, Massachusetts, on October 6, 2000.

This year's event focused on a huge Smiley Puzzle. Let's take a look at this event through the eyes of a reporter at the famous "Telegram & Gazette".

World Smile Day takes center place on the world stage

October 7, 2000, "Worcester Telegram and Gazette"

Despite dreary weather, there were a heck of a lot of smiles yesterday at the Worcester Common Outlets celebration of World Smile Day. Just in its second year, the celebration of friendship and good will, with its origins in Worcester, is picking up steam as a number of media outlets around the globe took note of local festivities. The British Broadcasting Corp., for example, aired a live interview with Smiley Face creator Harvey R. Ball that reached millions of listeners in Europe. The largest radio station in Australia also broadcast a piece, and stories were carried in several newspapers around the world, including the London Daily Metro. At the mall, 17 junior and senior high school students were recognized for their good cheer and volunteerism.

One, Jason Savageau, a junior at Burncoat Junior-Senior High School, was named World Smile Day ambassador. "Each (of the students) lives every day with a genuine heart," said Harvey Ball's son, Charles, who was a featured speaker.

Many participants gawked at the giant, 12,000-piece Smiley Face puzzle or looked over collectibles, such as the 33-cent Smiley stamp issued by the U.S. Postal Service last year.

The Smiley Face came about as a result of the takeover in 1963 of Guarantee Mutual Assurance Co. of Ohio by Worcester-based State Mutual Life Assurance Co. of America. The reorganization created employee morale problems and Mr. Ball -- a freelance commercial artist -- was hired for about \$250 to develop a friendship campaign. He simply drew a button figure made up of a smile and two eyes. State Mutual launched its Smiley Face campaign in 1964 by distributing 100 of the smile buttons. The campaign was a hit, and the Smiley Face sparked a nationwide fad. In 1971, more than 50 million Smiley Face buttons were sold, and the design appeared on countless other products. The fad waned in the mid-1970s but made a comeback in the late 1980s. Judging by the reception at the mall, the Smiley Face and its message are still in.

To coincide with yesterday's program, schoolchildren throughout the city created special cards, which were sent to nursing home residents. A Japanese company - getting into the spirit of things - sent boxes of toys to children attending

"World Smile Day® # 2": October 6, 2000



"Smiley Face" was created and designed by Harvey Ball at the end of 1963.



Harvey Ball completes the puzzle



Badge #2

the ceremonies at the mall. Charles Ball, speaking on behalf of his father, who was present, said individuals should follow the example of Mr. Savageau and get involved with their schools, churches and communities. Despite being visually impaired, Mr. Savageau has volunteered for the Walk to Cure Cancer, the Walk for Life,

the Children's Friend Society, the Greendale YMCA, Lunch Buddies and the Walk for Multiple Sclerosis. Mr. Savageau, the son of Judith and Alfred Savageau, downplayed being ambassador, saying he works in his volunteerism over the weekend. "He's really a great kid," said Joseph M. Murphy, the principal at Burncoat.



Poster #2



Ball being interviewed by a radio station

Smileys, a local choral group



Ball being interviewed by BBC



Local elementary school choir enchants audience



Mayor of Worcester at the event



City of Worcester, Massachusetts, hometown of Smiley Face

“World Smile Day® #3”: October 5, 2001

A familiar face lifts spirits

October 6, 2001, “Worcester Telegram and Gazette”

Worcester Common was full of happy faces yesterday. They were on the ground, on the benches and floating in the air as hundreds of area residents turned out for the third annual World Smile Day. This is the first year the festival has gone on without Harvey Ball, the Worcester artist who drew the first happy face back in 1963. Mr. Ball died earlier this year.

His widow, Winnie Ball, made an appearance and was cheered by the gathering. Mr. Ball’s son, Charlie Ball, said he knew his father would be pleased to see that his idea for a happy face “had taken off.” His father saw a “vision for a better world,” he said.

Mr. Ball said such an event is needed in the aftermath of the terrorist attacks on this country on Sept. 11. He said he believed his father would have wanted the happy face around in these times to cheer people up and give them hope.

A few hundred yellow happy face balloons were sent into the air to close the event. Mr. Ball said they were biodegradable. The balloons carried prayers and messages of hope for the victims of the terror attacks and their families.

Children and adults used sidewalk chalk to draw their versions of happy faces on the concrete area surrounding the reflecting pool. The event drew Sidewalk Sam, also known as Robert C. Gullemin, a Boston artist known for street murals.

Harvey Ball first drew the smiley face in 1963.

He was asked by a local company to come up with something that would boost workers’ morale.



Badge #3
Poster #3



A time when a Smile is needed more than ever



Museum's Harvey award something to smile about

October 2, 2001, “Worcester Telegram and Gazette”

We could all use a reason to smile these days, and the Worcester Historical Museum is obliging us with the “Harvey.”

The museum has created the Harvey Ball Smile Award, called the Harvey for short, which will be awarded annually “to an individual, organization or group of individuals whose actions have improved the community’s quality of life and done the most to make Worcesterites smile.”

The first Harvey will be presented tomorrow evening to Allen W. Fletcher, chairman of Worcester Publishing Ltd., at a reception at the museum.

William D. Wallace, the museum’s director, said that Mr. Fletcher was an obvious choice because of his commitment to improving life in Worcester in a variety of ways. As founder and president of the Greater Worcester Land Trust, Mr. Fletcher has played a key role in the acquisition of hundreds of acres of land now preserved as open space. He raised much of the money for the restoration of Tuckerman Hall and was instrumental in establishing the city’s youth center. “He is an advocate for Worcester who works in some public settings and in some very quiet ways,” Mr. Wallace said.



Smiley Face is a global asset "World Smile Day® #4": October 4, 2002

Human Smiley Face lights up City Hall
October 5, 2002, "Worcester Telegram and Gazette"

Plenty of grins kept schoolchildren and adults amused yesterday as they squeezed together to form a human Smiley Face for World Smile Day.

Dressed in yellow for the face or black for the eyes and mouth, the crowd formed a large smiling face on the plaza behind City Hall as photographers, TV cameras and an airplane flying overhead snapped pictures of the happy symbol made



Words of welcome from Charles Ball, Chairman of the Harvey Ball World Smile Foundation



Citizens of Worcester convene to celebrate World Smile Day

famous by Worcester's own Harvey Ball. All of the 500 yellow ponchos and 200 black T-shirts for the occasion were distributed to participants prior to an awards ceremony and photo session for the fourth annual observance.

"We're going to make somebody smile," said Daniel McLaughlin, 8, a fourth-grader at Lincoln Street School.

Daniel and his classmates donned ponchos as they waited for the huge face to be assembled. His father, Jeffrey McLaughlin, was one of the chaperones on hand to make sure the youngsters stayed together.

Another fourth-grader from the same school, Carmen Zavala, 9, giggled when she explained that she usually does math in class on Friday. She liked taking a break from school. Smiling broadly seemed in epidemic proportions among adults who considered the event a bit of frivolity on a rainy day. Anthony Battista, director of marketing at Bay State Savings Bank, joined a handful of bank employees who walked across Franklin Street to merge with the crowd. "I looked out the window and it looked like a lot of fun." Mr. Battista said, showing off his pearly-whites.

Circular lines were drawn on the plaza so that participants could line up in the proper order. Instructions also were given to the crowd to move a little to the left or tighten the formation on the right. Two women holding babies while sitting on the plaza steps were asked to move out of camera range so they would not interfere with pictures of the slightly irregular facial features. Adding to the festivities was the Seven Hills Charter School choir, singing happy-themed songs.

While almost everyone on the plaza seemed to wear a smile, the biggest was displayed by City Manager Thomas R. Hoover. He broke into an ear-to-ear smile when having his picture taken in front of what he hoped would be the world's largest living smile.

City officials hoped the giant face would make history and be noted in record books



Supporters of WSD create a human Smiley Face in front of Worcester City Hall

as the largest of its kind.

The Smiley Face was designed in 1963 by Mr. Ball, who died last year. He had been hired to develop a friendship campaign after Worcester-based State Mutual Life Assurance Co. took over Guarantee Mutual Assurance Co. His simple button figure was used to boost morale by State Mutual, sparking a nationwide fad. In 1971 more than 50 million Smiley Face buttons were sold, but the craze faded in the mid-1970s only to reappear in the late 1980s. To coincide with the day, the MOMS Club of Worcester organized an outing to the Life Care Center of Auburn to visit residents and distribute smile stickers and Smiley Face artwork done by children of stay-at-home mothers in the organization.

Mr. Ball's son, Charles P. Ball, president of

World Smile Corp. and chairman of the World Smile Day Committee, told those gathered on the plaza that the city was ready to "show the whole world the true face of Worcester." Mr. Ball introduced school students who were named World Smile Day ambassadors. The youngsters were picked by principals at their schools as "unsung heroes" for helping others.



The late Harvey Ball, the creator and designer of Smiley Face

The Fourth World Smile Day Events The Foruth World Smile Day Committee

- "World Smile Day Acapella Concert" Chair : Charles Ball, Tom Cole
Thursday, October 3, 2002 at 7:00 pm Robert Antonelli J. Russell LeMay
Paula Buonomo Katie McEvoy
- "The True Face Of Worcester" Ellen Ganley Christine Proffitt
Friday, October 4, 2002 at noon Pat Dziewietin William Wallace

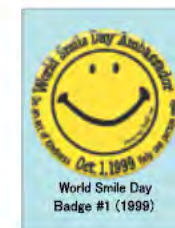
In celebration of the 4th Annual World Smile Day and in special recognition of the life and contributions of Smiley creator, Harvey Ball (1921-2001), the community is invited to participate in creating the world's largest human smiley face!



Acapella concert by university students in City of Worcester

World Smile Day Program (October 4)

Welcome : Thomas R. Hoover, City Manager
Greetings and Special Recognition : Charles Ball, Esq., Chair, World Smile Day Committee
World Smile Day Ambassador Award
Performance by Seven Hills Charter School Show



Poster #1 (1999)



Poster #2 (2000)



Poster #3 (2001)



Poster #4 (2002)

A wish for world peace "World Smile Day® #5": October 3, 2003



October 4, 2003, "Worcester Telegram and Gazette"

Thousands of Smiley balloons rise into the sky behind City Hall yesterday, marking the 5th Annual World Smile Day. Worcester native Harvey Ball created the Smiley Face in 1963. In creating World Smile Day, Mr. Ball declared that the first Friday in October should be devoted to the theme: "Do an act of kindness. Help one person smile." There were plenty of smiles as the 2,000 biodegradable balloons were released.

Text from World Smile Day Official website:
World Smile Day balloons
 It was a variation on the human smiley face theme for the 2003 World Smile Day® when the city of Worcester held a balloon release from City Hall Plaza.



Charles Ball, Harvey Ball's son

Hundreds of people gathered once again to first compose messages of good will and good cheer and then place them into helium filled, environmentally friendly balloons. On cue the balloons were released to the prevailing winds carrying those messages far and wide.



The smiles on children's faces were a feature of the day



Smiles go all around : Bijou founder receives Harvey Ball award October 4, 2003, "Worcester Telegram and Gazette"

Leslie A. Courtney had some decidedly unsmiley days earlier this year, when The End kept coming up in the mental reel on her dream of a downtown cinema.

But last night, with the renovated Bijou Cinema showing movies and Mrs. Courtney's dream rejuvenated, the smile was wide and long as she accepted the Harvey Ball Smile award at a reception in the Fletcher Auditorium at the Worcester Historical Museum.

"I still don't know why they picked me," Mrs. Courtney said with typical modesty. She thanked her husband, Patrick, a Worcester carpenter who helped restore what had become a trashed pit in the Worcester Common Outlets to a stylized movie theater.

Named for Harvey Ball, the late creator of the smiley face, the award is given by the museum to someone whose creativity and enterprise benefit the city and who personifies Mr. Ball's

philosophy - "Do an act of kindness, help someone smile."

"Leslie is very much in that spirit," said William Wallace, museum executive director. "She helped the community smile."

Mr. Wallace has nicknamed the award, given on the eve of World Smile Day, The Harvey.

"Hollywood has an Oscar, and Broadway a Tony, and Worcester has The Harvey."

Mrs. Courtney is the third Smile award winner. Mr. Fletcher won the first, a Frisbee, and comic Denis Leary the second, a hockey puck.

Winifred Ball, Mr. Ball's widow, attended the reception, along with sons Charles and Richard Ball.

Charles Ball, who heads the World Smile Day Foundation, invited everyone to today's noontime celebration "to send up a balloon message of good cheer and good will."

In praising Mrs. Courtney last night, Mr. Fletcher said he had despaired the city would ever again have a downtown theater, never mind one that played independent or foreign movies.

"When I saw that this lovely woman was starting a cinema downtown, I couldn't believe it," Mr. Fletcher said. "I was so used to bad news about the downtown and here was someone saying downtown Worcester is not a vacant, repellent place."

"We fanned the flame," Mr. Fletcher said, "but by God we need your support. Even if you don't want to go to the movies, come for a drink at the bar."

Smiley Face was born in the State of Massachusetts, U.S.A.

This fact is recognized by numerous American institutions.



Official celebrations of the 150th Anniversary of the City of Worcester, MA, were held on February 28, 1998. Senator John Kerry declared that Harvey Ball had created Smiley Face.



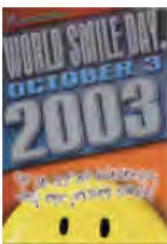
On July 10, 1996, Worcester City's Mayor Raymond Mariano officially recognized that Harvey Ball created Smiley Face in 1963, with the City of Worcester also proclaiming July 10 as "Harvey Ball Day".



In 1999 Smiley Face was selected to feature on a commemorative stamp issued by the U.S. Postal Service as a symbol of the U.S. in the 1970s. The stamp was unveiled in Harvey Ball's hometown of Worcester by a representative of the USPS.



On October 1, 1999, it was officially announced at a joint meeting of the Upper and Lower Houses of the Massachusetts General Court that Smiley Face had been created by Harvey Ball in 1963. Congresswoman Harriette Chandler was presented with a "written resolution".



Poster #5
 Badge #5



40th anniversary of the birth of Smiley "World Smile Day® #6": October 1, 2004



The sixth World Smile Day was held in the City of Worcester, Massachusetts, on October 1, 2004. Following is a report from the "TELEGRAM & GAZETTE".

A smile lives on

October 2, 2004, "Worcester Telegram and Gazette"

A crowd of more than 100 people who gathered at the Worcester Centrum Centre plaza yesterday to celebrate World Smile Day had plenty to smile about.

For one thing, the Harvey Ball Foundation awarded a \$10,000 unrestricted grant to Poetry Oasis, a local poetry group.

For another, the city drive to get people to register for the new Massachusetts Smiley Face license plates got a good boost. More than 900 applications toward the 1,500 goal had

Smiley stickers #6



been received by early afternoon. World Smile Day, now in its sixth year, was started to celebrate the late Harvey Ball's legacy to the city. He created the smiley face in 1963. The smiling eyes and mouth are now recognized around the world.

Mr. Ball declared that the first Friday of each October should be devoted to the theme "Do an act of kindness. Help one person smile."

The Seven Hills Charter School Chorus entertained the gathering with a number of songs, and Mr. Smiley and Scratch, of the Worcester IceCats, were on hand to greet people.

Images of the event were broadcast globally over the Internet

Poetry Oasis got the windfall because David Carlson was drawn as winner of the "Where's Smiley?" contest. The winner designated an area nonprofit group to receive the unrestricted grant from the Harvey Ball Foundation. More than 900 entries were received.

Entrants were asked to identify photographs of various well-known Worcester locations. Each photograph contained a Mr. Smiley Face.

Charles Ball, son of the smiley face creator, said most entrants correctly identified the locations which included Allmerica Financial, "where Smiley was born."

Harvey Ball, a Worcester artist, sketched the face as part of

Worcester Mayor Timothy P. Murray



Worcester City Manager Michael V. O'Brien



Harvey Ball World Smile Foundation Chairman Charles P. Ball



a morale-boosting campaign at State Mutual Life Assurance Company of America, forerunner to Allmerica.

Charles Ball, who heads the foundation, said legislation has been passed and signed by Gov. Mitt Romney to issue the Smiley Face license plates. They need 1,500 applications for the plates before they will be issued. Mr. Ball said as a charitable foundation, the Harvey Ball Foundation will be able to realize more money to give out to schools, teachers and cultural foundations. Mayor Timothy P. Murray encouraged people to register for the license plates. "We will have those plates," he said. Applications are available online at www.smileyplate.com.

Broadcast was inundated with a global audience of 5 million

City Manager Michael V. O'Brien said Harvey Ball created the simple smiley face design, but got the message through that we should all do "one simple act of kindness" to make someone else smile.

Smiley: the pride of the American people

In other smiley face events, the Worcester Historical Museum awarded its fourth annual Harvey Ball Smile Award to John Spillane, a local lawyer, for his efforts on behalf of the Blackstone Canal initiative.

The United States Post Office once again issued a special Worcester World Smile Day post cancellation.



Badge #6



Poster #6



Attracting attention from across the US, "World Smile Day® #7", held on October 7 (Fri.), 2005, became a pledge to world peace.



Charles Ball
Chairman of the Harvey Ball World Smile Foundation

Local newspapers widely reported on World Smile Day #7

Smiles with a message
October 7, 2001,
"Worcester Telegram and Gazette"

Students at Venerini Academy make Harvey Ball smiley faces yesterday, with messages for world peace on the back. Eighth-grader Allyson M. Rivard helps kindergartner Daviana Perez. The 400 Smiley faces will be "planted" on the front lawn of the school as a "Garden of Smiles for Peace." Art teacher Denise Cross developed the project for World Smile Day today.

Pharmacy college chief gets Smiley Face award
October 6, 2001,
"Worcester Telegram and Gazette"

When Charles F. Monahan Jr., president of the Massachusetts College of Pharmacy and Health Sciences, received a call from Worcester Historical Museum officials asking to see him Monday, he prepared to reach for his checkbook.

"I thought they were coming for a donation," Mr. Monahan said of the visit by Laura A. Davis, museum board chairman, and William Wallace, executive director.

When they told him he was this year's winner of the "Harvey," an annual award given by the museum to a city resident who personifies the ideal behind the Smiley Face created by the late Harvey Ball, Mr. Monahan wondered: First, Why were they giving an award based on a smile to someone who doesn't smile much? And second, What did the Smiley Face have to do with Worcester?

"I didn't know the Smiley Face originated

here," Mr. Monahan said in an interview before he accepted the award. "But I've been reading up. I also hate to say this, but this is my first time in the museum." In his acceptance speech, he apologized to Ball family members attending the award ceremony at the museum yesterday for that lapse of knowledge of local lore.

A familiar face lifts spirits
October 6, 2001,
"Worcester Telegram and Gazette"

It was nothing but bright smiles and finger snapping for the Seven Hills Show Choir and the Worcester Arts Magnet School Chorus as they kicked off the festivities at yesterday's World Smile Day celebration. Several hundred people gathered at City Hall Plaza to watch teams from local organizations and local celebrities compete in the pie-eating-for-charity contests.

Smiley face buttons and stickers were donned and, of course, Smiley himself made a special appearance.

World Smile Day has been celebrated in Worcester since 1999 to commemorate the popularity of the smiley face created by the late Worcester native Harvey Ball.

Over the years, activities for the day have been as varied as a giant jigsaw puzzle featuring a smiley face in 2000 and the human smiley face formed by city residents in yellow and black ponchos in 2002.

This year the Harvey Ball World Smile Foundation decided to entertain city residents



and give to charity at the same time with pie-eating contests. Among the teams participating for the chance to win big bucks for a charity of their choice were the Willis Center with two teams, the Worcester Public Library, the Worcester Sharks and Worcester Cultural Coalition.

When the time to face off arrived, participants

were asked to put their hands behind their backs and dive into their pies at the sound of the whistle. Most contestants used similar strategies, flipping the pie over to rid it of its aluminum plate to get better access. Pie eaters wore T-shirts that read: "I never took my eyes off the pies."

Harvey Ball said: 'Smile!'
October 7, 2001,
"Worcester Telegram and Gazette"

On a gorgeous summerlike day, clouded only by the specter of possibly leaving this part of the world with a decided frown, World Smile Day was proclaimed in back of City Hall next to the newly re-opened City Common.

"I sent a prayer to my dad, 'If you could just do this one thing,' " Charlie Ball said of the unseasonably warm day.

William Wallace, director of the Worcester Historical Museum, invited the crowd of about 100 to visit a new exhibit at the museum which is about 1964, the year the smiley face took off as a recognizable American pop culture item. He praised the "spirit of innovation and entrepreneurship that made Worcester the great city it is today."

Jeannie Hebert, of the Worcester County Convention and Visitors Bureau, turned to Charlie Ball and said, "I'm sure your dad never realized how much impact a single design would have."

This year the Harvey Ball World Smile Foundation, which created World Smile Day in 1999, filled a large glass vase with smiley face candies. The three people who came closest to guessing the number of candies would help decide how to distribute \$1,750 in foundation



Performance by city official David Rushford a huge success

money to three charities. The number was 4,940.

The winning entrants were Paul Rochette, of 2 Farrar Ave., who guessed 4,975; Lydia Roman, of 8 Manomet St., who guessed 4,789; and Michael Agullar, of 22 Ethan Allen Drive, at 4,691. They received gift packages, which included items donated by the DCU Center and Worcester Tornadoes.

The candies, or "pills," were counted by experts of a sort -- students from the Massachusetts College of Pharmacy and Health Sciences. City Clerk David J. Rushford certified the results.

3 honorary vice-chairmen taking action on a global stage

Working with Charles Ball, these eminent individuals use Smiley to spread a message of world peace within their own regions: Jack Nicklaus (pro golfer) in the US, Albert II (Prince of Monaco) in Europe, and Jackie Chan (actor) in Asia.



Jackie Chan (actor), Albert II (Prince of Monaco), Jack Nicklaus (pro golfer)



Poster #7



Badge #7 (unique square badge)

Smiley Face may have been born in the US but is known the world over.

Honorary Smile Ambassadors from across the world support Smiley Face. Dressed in their smile t-shirts, they support a message of world peace.



CHARLES AZNAVOUR (SINGER) - France, BROOKE SHIELDS (ACTRESS), FRANCIS LAI (COMPOSER) - France, FRANCO NERO (ACTOR) - Italy, TWIGGY (ACTRESS) - UK, DOUG SANDERS (GOLFER), CHRISTIAN KOVAC (FOOTBALL PLAYER), JOHNNY SEVEN (ACTOR), STEVE GUTTENBERG (ACTOR), MILOS FORMAN (FILM PRODUCER), JACK LARSON (ACTOR), ARTHUR HILLER (FILM PRODUCER), DENNY MILLER (ACTOR), LEON ASHLEY (SINGER), RICHARD ANDERSON (ACTOR), MARTYN J. BUCHWALD (SINGER), SERGE KHURBCHEV (PROFESSOR), BILL SHARMAN (BASKETBALL PLAYER), DAVE STIBB (BASEBALL PLAYER), KEN PARRY (ACTOR), NORM CROSBY (COMEDIAN), RICHARD BARONE (SINGER), MORT WALKER (CARTOONIST), JUNE WILKINSON (ACTRESS), ED MCMAHON (ACTOR), EDDY RAVEN (SINGER), DAVID KELLY (ACTOR), NANCY RICHEY (TENNIS PLAYER), JAN KODES (TENNIS PLAYER), JIM BEATTY (ATHLETE)

Magnificent reception for Harvey Ball Smile Award ceremony and charity event sponsored by Worcester Historical Museum

"World Smile Day® # 8": October 7, 2006

This year's Smile Award goes to Richard B. Kennedy, President & CEO of Worcester Regional Chamber of Commerce.

Pies downed, charities win at World Smile Day fete October 7, 2006, "Worcester Telegram and Gazette"

It was nothing but bright smiles and finger snapping for the Seven Hills Show Choir and the Worcester Arts Magnet School Chorus as they kicked off the festivities at yesterday's World Smile Day celebration. Several hundred people gathered at City Hall Plaza to watch teams from local organizations and local celebrities compete in the pie-eating-for-charity contests.

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When the time to face off arrived, participants were asked to put their hands behind their backs and dive into their pies at the sound of the whistle. Most contestants used similar strategies, flipping the pie over to rid it of its aluminum plate to get better access. Pie eaters wore T-shirts that read: "I never took my eyes off the pies."

Hank Stolz and Sherman Whitman of WTAG radio were on hand to judge the team pie-eating contests and also went head-to-head in one of the celebrity matches.

Charlie P. Ball, son of Harvey Ball and managing trustee of the Harvey Ball World Smile Foundation, was the event's emcee. Not being short of commentary, Mr. Ball antagonized participants while they faced off and announced the winners for each round after getting the verdict from the judges.

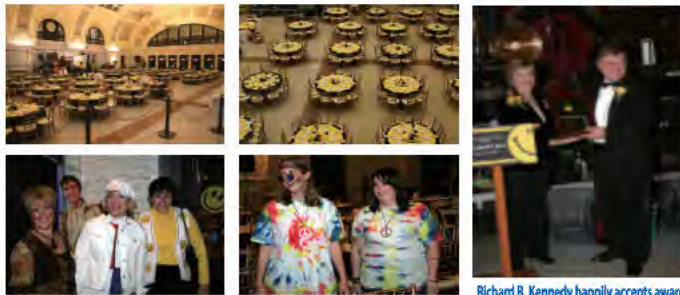
"We are here to recognize and observe World Smile Day," Mr. Ball said. "Our motto is, do one act of kindness, help one person smile, and we're directing \$5,500 from the Harvey Ball Foundation to the winners of the challenges' favorite charities in an effort to make people smile."

Past recipients of Smile Award

- 2001 Allen W. Fletcher
- 2002 Denis Leary
- 2003 Leslie Courtney
- 2004 John W. Spillane
- 2005 Charles F. Monahan, Jr.



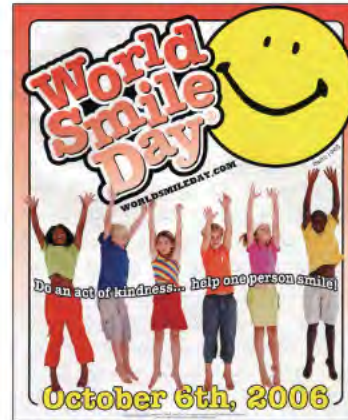
Grandly restored Union Station venue for Harvey Ball Smile Award ceremony



Richard B. Kennedy happily accepts award



Smiley Face: the pride of its hometown, the City of Worcester.



World Smile Day poster #8



Sticker #8

Badge #8



Article in local newspaper on various artistic collaborations



USPS-endorsed 1-day-only World Smile Day postmark



Items up for grab in charity auction



Article on Worcester Historical Museum (All images from World Smile Day pamphlet)

Now Smiley Face is about to be the star of an exhibition at the Worcester Historical Museum. The display traces his evolution from local public relations tool to international "happiness" icon, plastered on everything from plastic cups to a Diane von Furstenberg dress. William D. Wallace, the museum's executive director, has pulled the story together over the past two years, traveling across the country to meet with people who made key contributions to the Smiley Face legend. In California, Mr. Wallace surveyed the massive collection of memorabilia compiled by Bruce "Smiley" Woodbury. "I found it inspirational," Mr. Wallace said.

Smiley Face

copyrights have been recognized and registered in various countries.



Canada June 17, 2002



Mexico July 10, 2003



India December 5, 2005

Activities of local radio station announcer featured in local newspaper "TELEGRAM & GAZETTE"

"World Smile Day® #9": October 6, 2007



Chairman of Harvey Ball World Smile Foundation, Charles Ball, addresses the crowd
Smile Ambassadors trek about city
October 6, 2007, "Worcester Telegram and Gazette"

Diplomacy can be a tough business. Mike Roberts of Oxford, morning newscaster at WCRN-AM, and radio station intern Ryan Boekenkroegiz of Lynnfield found that out yesterday during their one-day appointments as World Smile Ambassadors. The Worcester talk-radio station dispatched the pair to spread good cheer as part of the

Timothy P. Murray, Lieutenant Governor of Massachusetts, selected as this year's Harvey Ball Smile award recipient



9th Annual World Smile Day honoring the iconic grinning yellow face created by the late Worcester native Harvey Ball. The delegation set out yesterday morning in Mr. Roberts' appropriately colored yellow Chevrolet with a roll of smiley face stickers, a bag of lollipops and a list of names and addresses of unwitting people nominated for an ambassadorial visit on WCRN's Web site. The Smile Ambassadors often were met initially, not with smiles, but looks of bewilderment or suspicion. When Mr. Roberts and Mr. Boekenkroegiz



Local band stirs the crowd

showed up yesterday afternoon at Norio Takizawa's medical research laboratory in the biotechnology park on Plantation Street, graduate student Jessica Crowley of West Boylston looked wary. "We're from WCRN, can we make you smile?" Mr. Roberts asked brightly. "I suppose," Ms. Crowley replied. The Smile Ambassadors managed to get a



Choir from local school gives wonderful performance in front of Worcester City Hall

smile out of her after they explained yesterday was World Smile Day. Ms. Crowley said she was aware the world-famous smiley face was created in Worcester, but she hadn't heard of World Smile Day. The pair found Mr. Takizawa working at a microscope in a small darkroom bathed in red light. He looked dumbfounded, then smiled and laughed nervously as he received

Smiley mascot a hit with the children



his smiley face sticker and lollipop. On the way back to the elevators, Mr. Roberts said the reaction was fairly typical. "Most of them don't know what to think," he said. "But we've gotten a lot of smiles." "My cheeks are tired," added Mr. Boekenkroegiz. "We've been doing a lot of smiling today," Mr. Roberts agreed.

Charles Ball, the son of Smiley creator Harvey Ball



Mr. Takizawa said he had no idea who could have added his name to the list of locals in need of a smile.

At least one request came from the opposite end of the country. Nicole Holbert, who owns the Adrift restaurant on Fidalgo Island in Washington, nominated her friend Alex J. Dunn. He moved here from Washington to take a job as outreach coordinator in the



Badge #9
Poster #9



Reception desk in Worcester Historical Museum

education department at the Worcester Art Museum. The Smile Ambassadors hadn't yet reached him as of yesterday afternoon, but he wasn't surprised to hear from a reporter that his

Mike Roberts, DJ from WCRN-AM radio station

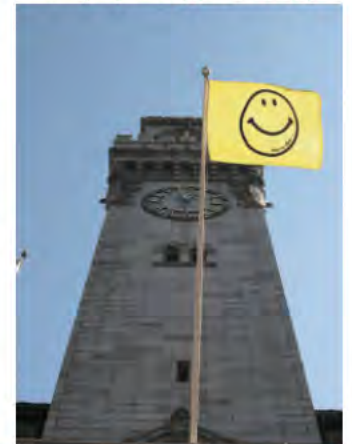


Smile balloons passed out to children

friend signed him up. "We were talking the other day about Worcester, and I told her we're the home of the smile," recalled Mr. Dunn, who said he liked the idea of World Smile Day and roving Smile Ambassadors. "It's definitely hokey, but it's kind of great too."

Mr. Roberts and Mr. Boekenkroegiz managed to get through the day crisscrossing the city following directions downloaded from the Internet without getting pulled over by the police. It's just as well because Smile Ambassadors don't qualify for diplomatic immunity.

Smiley flag standing guard on the day



With its yellow face and little eyes, Smiley was called the most famous face since the Mona Lisa.

This year's focus was to deliver smile packages to 600 local troops deployed in Afghanistan. Held in collaboration with City of Worcester, MA "World Smile Day® #10": October 3, 2008

High school students learned civic lessons well

October 1, 2008, "Worcester Telegram & Gazette"

Some similar reaction probably occurred with Henry and Elaine Ciborowski, who also discovered Smiley faces planted on their Beechmont Street lawn.

The signs are part of a promotion by the Worcester Historical Museum for Smile Week. The celebration includes the Harvey Ball tomorrow evening at the College of the Holy Cross, where Quinsigamond Village resident Jane Petrella will be feted for her community activism.

Friday is the 10th annual observance of World Smile Day.

As many Worcesterites know, the Smiley icon was created in 1963 by the late Harvey Ball, a graphics designer who lived in the city.

The Smiley faces at the Rushford and Ciborowski households were sent anonymously by friends via the museum for a tax-deductible contribution of \$25.

Folks interested in sending some Smiley faces to their chums or loved ones may call (508) 753-8278.

Meanwhile, due to the construction at City Hall, officials of the Harvey Ball World Smile Foundation decided to forgo

any public festivities Friday. Charles P. Ball, Mr. Ball's son, said the foundation chose instead to concentrate on its Send-A-Smile to a Soldier Program. He said hundreds of Smiley cookies were sent to troops in Iraq and Afghanistan, thanks in large part to area veterans groups.



↑ ↓ Smiley delivering packages to the post office



Energizer Bunny's got nothing on Jane Petrella

September 17, 2008, "Worcester Telegram & Gazette"

One has to wonder where Jane Petrella gets all her energy.

For about 50 years, she's managed to eke out some valuable time in her busy day to advocate on behalf of her neighborhood -- Quinsigamond Village -- and the city at

large. She's been involved with public school issues, served as a parks commissioner, and been a member of numerous civic boards and organizations.

Mrs. Petrella placed an indelible imprint on the city through her work on two important advisory committees.

One panel was associated with the closure

of the controversial landfill on Greenwood Street and the other is still reshaping a good chunk of Worcester through its involvement with the Route 146 highway reconstruction project.

Earlier this year, Mrs. Petrella was given the Caffrey Memorial Award for community service. Next month, she'll be presented with the Harvey Ball Smile Award. The presentation will be made Oct 2 at the Hogan Center, College of the Holy Cross.



Jane Petrella awarded Harvey Ball Smile Award in 2008

The Harvey Ball Award 2008 Celebrations
A warm welcome to this year's award winner, Jane Petrella
"Let's celebrate the past and welcome in a bright future."
Venue: Worcester Historical Museum Date: October 2, 2008

6:00	Buffet-style reception, silent auction, raffle	8:00	Live performance by "Plainfolk"
7:30	Speech about 8th Smile Award recipient, Jane Petrella (by Councillor Paul P. Clancy Jr.)	9:00	Completion of auction and raffle
		9:30	Payment for auction and raffle starts

"Harvey Ball Smile Award"
The Worcester Historical Museum takes great pride in preserving the history and legacy of Harvey Ball and the world-famous Smiley Face he created in 1963.
Recipient of Harvey Ball Smile Award 2008
Jane Petrella has worked tirelessly to make Worcester an even better place to live. Her influence in the village of Quinsigamond where she lives, extends across the entire city. She was one of the early promoters of a plan to shift the Worcester Historical Museum to the Worcester Blackstone Visitors Center.
Petrella's efforts have made her a role model within the local community and helped put a smile on many a face.

Past recipients of Smile Award

2001	Allen W. Fletcher	2003	Leslie Courtney	2005	Charles F. Monahan, Jr.
2002	Denis Leary	2004	John W. Spillane	2006	Richard B. Kennedy
				2007	Timothy P. Murray

Smiley face was created and designed by Harvey Ball

October 4, 2008, "Worcester Telegram and Gazette"

Canterbury Street School sixth-grader Kacie Brown, wearing a Smiley Face costume, stands with some of the many boxes of Smiley cookies and notes being sent from the main U.S. Post Office in Worcester to 600 soldiers serving in Afghanistan and

Iraq as part of yesterday's 10th annual World Smile Day. The late Harvey Ball of Worcester created the Smile Face image and World Smile Day. His son, Worcester lawyer Charles Ball, along with several groups, raised donations to send the cookies overseas.



Jane Petrella receives Harvey Ball Smile Award December 31, 2008, "Worcester Telegram & Gazette"

Jane Petrella was presented the eighth annual Harvey Ball Smile Award for her outstanding commitment to the community. The gala evening at the Hogan Center at the College of the Holy Cross in Worcester included a cocktail buffet, dessert, silent auction and music by Plainfolk. The award was created in 2001 and honors the legacy of Worcester-born Harvey Ball, creator of the world-famous smiley face.

Former mayor Murray moving to larger house

October 29, 2008, "Worcester Telegram & Gazette"
People contribute to all kinds of causes but they sometimes wonder if their donations make a difference. Well, if you took part in the "Send a Smile to a Soldier Campaign," rest assured that your kindness did have an impact. The Harvey Ball World Smile Foundation decided this fall to send a Smiley Face

cookie to troops serving in Iraq and Afghanistan. Folks donated \$5 for a cookie baked by a New York City bakery that was shaped like a Smiley Face, the icon created by Worcester's Harvey Ball. About 700 of the sweets were sent to the battlefronts on Oct. 3, World Smile Day. Recently, Charlie Ball, Harvey's son and the head of the foundation, received a thank you e-mail from a soldier serving in the Ghazni province in Afghanistan.

Speech by Paul P. Clancy Jr.



Smiley with packages being sent to troops in Afghanistan



Jane Petrella, recipient of this year's award



Foundation Chairman Charles Ball with some well-known locals



Local folk band "Plainfolk" entertains at award ceremony



Award ceremony venue (Worcester Historical Museum)



Event accessed online by 500,000 individuals worldwide "World Smile Day® #11": October 2, 2009

Text from World Smile Day Official website: World Smile Day® 2009 saw our World Smile Day® Ambassadors out in force delivering smile certificates to local schools, hospitals and businesses. In 2009 it was local again as a crew of World Smile Day® Ambassadors donned their smiley gear and delivered "You've Been Smiled" certificates to hospitals, nursing homes and businesses throughout central Massachusetts.



Historical Museum's Harvey Ball and Smile Award
November 16, 2009, "Worcester Telegram and Gazette"

The Worcester Historical Museum's ninth annual Harvey Ball took place at Worcester Country Club. Guests enjoyed a buffet, silent auction, raffle and music by the Seven Hills Symphony and The Dinosaurs. The Smile Award was presented to Mary DeFeudis for her many community achievements. The award was created in 2001 by the Worcester Historical Museum to recognize an individual, group or organization who has done something rather fantastic for the city of Worcester. The award also honors the legacy of Worcester-born Harvey Ball, creator of the world-famous smiley face.

A campaign of the Worcester-Guarantee companies

In 1963, State Mutual Life Assurance Company of America faced a problem. The Worcester-based firm had purchased Guarantee Mutual Company of Ohio the previous year to work in conjunction with a State Mutual subsidiary, Worcester Mutual Fire Insurance Company. Low employee morale created by reorganization in the merged companies prompted State Mutual Vice



Badge #11



President John Adam, Jr. to suggest a "friendship campaign." Adam assigned the task of developing the campaign to Joy Young, the assistant director of sales and marketing for the Worcester-Guarantee companies.

Young turned to Harvey Ball, a freelance commercial artist, and asked him to create a little smile that could be used on buttons, desk cards, and posters. Ball drew a smile. Not satisfied with the result, he added two eyes, making a smiling face. The whole drawing, he recalled later, took ten minutes.

The Worcester Guarantee companies launched the campaign in 1964, distributing the initial order of 100 smile buttons to their representatives. Agents and clients enthusiastically responded to the yellow buttons: thereafter Young reordered in lots of 10,000.

The smiley face attained a life of its own well beyond the corporate walls. Harvey Ball's design sparked a fad that swept the nation in the early 1970s and became a symbol



Poster #11

Biography of Harvey Ball

Harvey Ball was born and raised in Worcester. His father operated a cigar shop in Lincoln Square near the court house, and later worked as a watchman

at the Melville Shoe -company warehouse on Hammond Street. Ball attended South High School where he was especially interested in art. In his third year of high school he apprenticed himself to a local sign painter who taught him how to create visual images with a strong impact. He won a scholarship to attend the Worcester Art Museum school in 1940 and received training in the fine arts. In his view, the work at the sign shop may have been better preparation for his commercial art career than the more formal fine art training he received at the Art Museum school.

Following service in the U.S. Army during World War II, Ball returned to Worcester where he worked for a local ad agency. In 1959, he started his own business, Harvey Ball Advertising. As a freelance artist, he had completed other projects for State Mutual and its affiliates before receiving the smiley face commission in December of 1963. His \$240 fee for the entire campaign included \$45 for the creation of the button. He never realized any further profit on his smiley face design.

William Wallace, Executive Director, Worcester Historical Museum



Smiley was created and designed by Harvey Ball in the City of Worcester at the end of 1963.



Exhibition at Worcester Historical Museum introduces the history of Smiley Face

World Smile Day in City of Worcester, Massachusetts "World Smile Day® #12": October 1, 2010

2010 WORLD SMILE DAY SUMMARY

On October 1, a number of volunteers travelled around Worcester "smiling" people. That is, we delivered smile certificates to those who were nominated by others in the days leading up to World Smile Day. We collected those nominations at earlier events. However we also encouraged people to go online and complete a registration form that we developed for this purpose. We

actually had more people register online than in person. In the end we delivered about 300 smile certificates throughout the city on a day that featured miserable weather. Our partners for the day included Worcester Historical Museum, a local radio station, a local television station and the City of Worcester. Another significant component to World Smile Day involved the World Smile Day website and our World Smile Day facebook page. We introduced the facebook page in July and by World Smile Day we had

accumulated about 850 "fans". That number has since risen to about 1050. On World Smile Day we made a modified version of our smile certificates available to send as ecards. I am very happy to report that about 900 ecards were sent from the World Smile Day website that day. We received quite a bit of positive feedback on that activity. We also received a number of photos depicting WSD activities around the world. Some of those photos have also been posted at our websites and on facebook.

A visit to Seven Hills Charter School (Worcester)
Children shine when they smile



NEXT YEAR:

Right now we have two goals for next year. The first is to increase our presence in cyberspace. Our experience was very good this year and I believe there is tremendous potential to expand our presence and spread the Harvey Ball message and "brand" throughout the world. The second goal is more local. Sometime in the coming year and perhaps on World Smile Day 2011 itself we will

create a human smiley face like we did 8 years ago but make it big enough to qualify for the Guinness World Book of Records.

We learned this year that on October 1 a group in Florida in the US put together a human smiley face that earned them a place in the Guinness World Book of Records. And they did that with only 500 people. We should be able to beat that easily.



Badge #12

World Smile Day activities in China



World Smile Day also held in China

Thanks to the hard work of a local elementary school choir instructor on an educational exchange to China, World Smile Day was also celebrated in China this year.



Poster #12

Show us your smile everyone!
Citizens of all ages attended event venue



"World Smile Day® #13": October 7, 2011

Smiles for elephants

October 8, 2011, "Worcester Telegram and Gazette"

Kindergarten classmates Shyla Yeboah, left, and Emily Holland, both 5, display the mood of the day while watching elephants walk onto the City Hall Common yesterday. The veggie eating, watermelon-stomping elephants that sauntered from the DCU Center to City Hall at lunchtime gave onlookers plenty to smile about on World Smile Day. A crowd of schoolchildren and adults packed the Common for the hour of happiness. Organizers handed out smiley buttons and urged people to do something to make someone smile. The annual event is tied to Harvey Ball, the commercial artist from Worcester whom many credit with creating the smiley face in 1963. Ringling Bros. and Barnum & Bailey circus is on its annual stop at the DCU Center. With their handlers leading the way, six Asian elephants traveled the two blocks from the arena to the Common for the smile celebration. There the pachyderms feasted on fruits and vegetables. A favorite seemed to be watermelon - seeds and all which the elephants stomped before scooping with their trunks.

Heavy and happy

October 7, 2011, "Worcester Telegram and Gazette"

The veggie eating, watermelon stomping elephants who sauntered from the DCU Center

to City Hall at lunchtime today gave onlookers plenty to smile about. And that's a good thing, since today is World Smile Day. A crowd of schoolchildren and adults packed City Hall Common for the hour of happiness. Organizers handed out smiley buttons and urged people to do something that would make someone smile.

The annual event is tied to Harvey Ball, the commercial artist from Worcester whom many credit with creating the smiley face in 1963.

Ringling Bros. and Barnum & Bailey circus is on its annual stop at the DCU Center. With their handlers leading the way, six Asian elephants traveled the two blocks from the arena to the Common for the smile celebration.

There the pachyderms feasted on fruits and vegetables. A favorite seemed to be watermelon - seeds and all which the elephants stomped before scooping with their trunks.

Reason to smile

October 6, 2011, "Worcester Telegram and Gazette"

There will be some clowning around in Worcester to mark World Smile Day Friday. A few



Strong support sent from the United States

clowns from Ringling Bros. and Barnum & Bailey Circus will be joined by elephants and performers as well as the South High Community School Marching Band and the Seven Hills Charter School Chorus at a celebration beginning at 11:30 a.m. Friday on Worcester Common. The Smiley Face was created in 1963 by Worcester's own Harvey Ball, and in 1999, Ball began the

tradition of marking the first Friday in October each year as World Smile Day. Another annual event, the Harvey Ball, will begin at 5:30 p.m. tonight at Mechanics Hall. This year's event honors Myles and Jean McDonough.

Lots to smile about

October 8, 2011, "Worcester Telegram and Gazette"

Myles McDonough, center, and his wife, Jean McDonough, stand with William D.

Wallace, left, executive director of the Worcester Historical Museum, and Smiley Face man, Thursday evening at the Harvey Ball 2011 Smile Award Celebration at Mechanics Hall. Mr. and Mrs. McDonough received the 2011 Harvey Ball Smile Award. Mr. McDonough founded FLEXcon, the adhesive films and coatings company, 55 years ago with two other people. The Spencer-based company now has 750 employees there and between 1,400 and 1,500 worldwide.

Smile Award honors McDonoughs

November 14, 2011, "Worcester Telegram and Gazette"

Worcester Historical Museum's 11th annual Harvey Ball took place at Mechanics Hall in Worcester. Guests enjoyed dinner, live and silent auctions, and music by Dale LePage and the Bobby Gadoury Trio. The Smile Award was presented to Myles and Jean McDonough for their contributions to the greater Worcester community. McDonough is the founder of FLEXcon, the adhesive films and coatings company in Spencer. The award honors the legacy of Worcester-born Harvey Ball, creator of the world-famous smiley face.



Strong sales of "SAVE JAPAN" merchandise



Lots to smile about
October 8, 2011, "Worcester Telegram and Gazette"



The Harvey Ball was on display at City Hall Plaza on September 27, 2012.

"World Smile Day® #14": October 5, 2012

Overview of World Smile Day 2012

This year's World Smile Day was not only a great success in various locations, such as Worcester and New York, but also in cyberspace.

1. Total revamp of social media

In the weeks leading up to World Smile Day we revamped both our website and our Facebook page to generate publicity and interest in World Smile Day. As a result, for the approximate 48 hour period covering October 4th and 5th we attracted approximately 50,000 visits to either our World Smile Day website or our Facebook page. Also, on World Smile Day itself we made available a free World Smile Day e-card that could be e-mailed anywhere in the world. This year, several thousand such cards were mailed.

2. The Harvey Ball proves popular

The Harvey Ball was held on Thursday, September 27 this year in a large tent on City Hall Plaza. The event, which annually is a fundraiser for Worcester Historical Museum, was quite successful. The recipient of the Harvey Ball Smile Award was Worcester City Manager Michael O'Brien. The event was very well attended and included many local politicians and business leaders.

3. World Smile Day events

On World Smile Day (Friday, October 5) itself we were quite fortunate to have beautiful weather for the second year in a row. We were very disappointed to have our circus event canceled at the last minute. Because of the late cancellation, we were not able to create a substitute

event and the cancellation had a direct and negative impact on the turnout for our event. However, we were still able to hold the event on the Worcester Common.

This year we featured a marching band, a children's school chorus, a smiley product giveaway and the appearance of a yellow Volkswagen "smiley bug". As you will see in the photographs, the "smiley bug" is a Volkswagen painted yellow with smiley face icons. The owner and driver of the "smiley bug" drove it all the way from Pennsylvania, USA (approximately 300 miles or 450 km) to make it part of our event.

4. Charity work

Also on World Smile Day we had a number of volunteers going throughout the City of Worcester delivering smile certificates to people in schools, businesses, homes and social organizations. As in years past we received quite a few messages from people around the world who

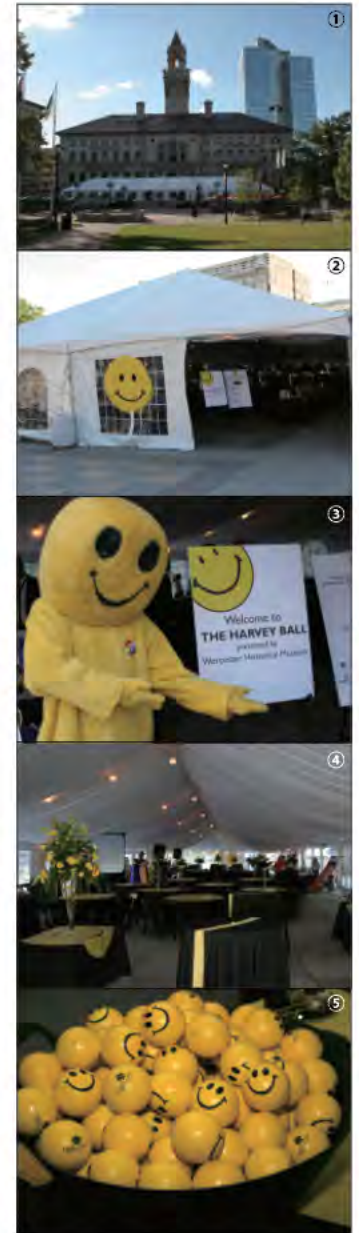


were holding their own small World Smile Day events in classrooms, businesses and healthcare facilities. One such World Smile Day observance was sponsored by the Smile Train organization. It is a nonprofit entity and a worthy charity whose global mission is to provide free surgical services to repair cleft lip and other similar deformities to help people, especially children, have normal facial features and to be able to smile.

5. Spreading smiles in New York

They held an event in New York City on World Smile Day in which they set up a photo booth very near Times Square and invited people to have their pictures taken showing their smiles.

- ① Worcester Common, event venue
- ② Main venue tent
- ③ Our mascot "Smiley"
- ④ Inside the venue
- ⑤ Smiley balls
- ⑥ World Smile Foundation Chairman Charles Ball with supporters



This year's theme: Let's put a smile on the faces of the people of Japan!

"World Smile Day® #15": October 4, 2013

Smiley Face was created and designed by the late Harvey Ball at the end of 1963 (late December), but for all intents and purposes was reportedly not used until 1964. As such, the Foundation decided that Smiley's 50th birthday will be officially celebrated in 2014. Everyone still got together in Worcester, Massachusetts, though, to celebrate 50 years of Smiley. On the day of the event, eminent individuals from Worcester City and the State of Massachusetts gathered amongst an air of great excitement.

Foundation activities noted across the nation

Volunteers delivered 500 Smile Certificates to businesses around the City of Worcester, as well as to individuals and to those who were in hospitals and nursing homes.

Many teachers in Worcester also participated in World Smile Day by incorporating its message (Do an act of kindness. Help one person smile.) into their lesson plan for the day.

Likewise, the Foundation heard from many teachers from around the globe who were doing the same thing on World Smile Day.

Locally and elsewhere, school cafeterias and other bakeries prepared smiley face treats on World Smile Day.

World Smile Day Facebook fans accessed the WSD website and, from there, sent 3,500 Smile Certificates to people around the world.

Also, elementary school students across Worcester City were given a special task to promise their parents that they would spend this particular day with a smile.



Smiley Face was created by the late Harvey Ball in the United States 50 years ago

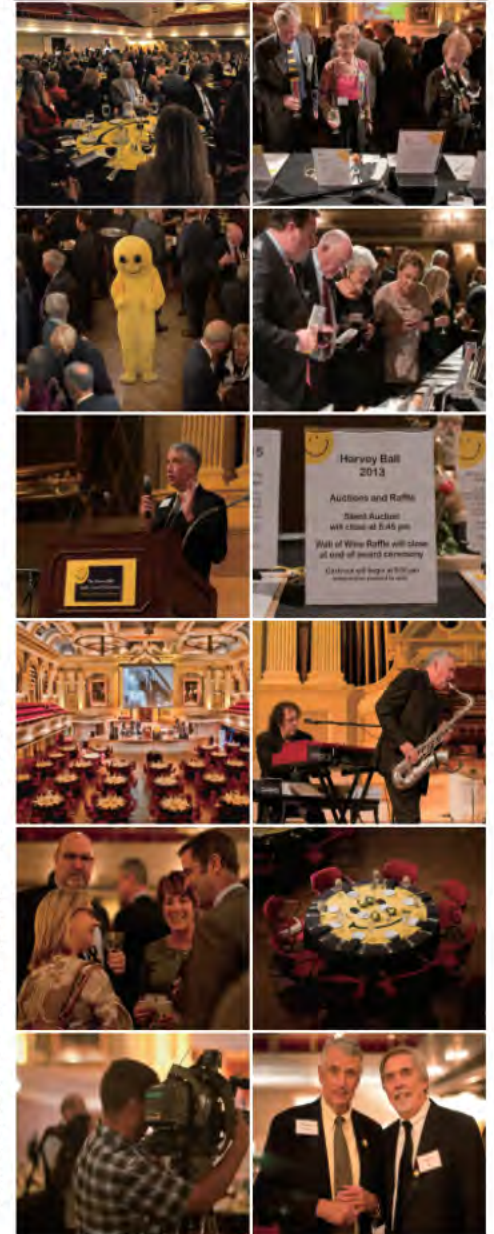
History of the birth of Smiley Face

Smiley Face, known for its yellow face and small eyes and loved the world over as the most famous smile since the Mona Lisa's, was designed and created by the late Harvey Ball at the end of 1963. State Mutual Vice President John Adam, Jr. wanted to roll out some type of in-house friendship campaign to boost employee morale, which was low due to the merging of the two local insurance

companies of State Mutual Life Assurance Company and Worcester Mutual Fire Insurance Company. The company turned to a local Worcester graphic designer by the name of Harvey Ball to design a small symbol mark for some badges, cards, posters and so forth. What Harvey Ball came up with was Smiley Face.

Initially, the insurance company distributed the badges to clients, but in no time at all there were requests for the badges from other

locals, with the badge gradually spreading across the entire country. The United States was in an economic slump at the time, and, in the end, a reported 100 million Americans were donning a Smiley badge. Harvey Ball and Smiley Face are the pride and symbols of Worcester City. So much so that the first ever Smiley badge is proudly on display in a Smiley Face corner set up at Worcester Historical Museum.



No. **16**

Worcester City goes all out to celebrate Smiley's 50th birthday! (Born in 1963, debuting in 1964)

"World Smile Day® #16": **October 3, 2014 Celebrating 15th anniversary of World Smile Day**



Worcester City's Mayor Joseph M. Petty once again declares that Smiley Face was authored by Harvey Ball.

"World Smile Day® #17": October 2, 2015

\$15 million in donations announced by McDonough Foundation

October 3, 2015, "Worcester Telegram and Gazette"

On World Smile Day, seven of the area's leading cultural organizations had plenty to smile about.

More than \$15 million in gifts announced Friday by the Myles and C. Jean McDonough Charitable Foundation will benefit the Worcester Art Museum, the American Antiquarian Society, Tower Hill Botanic Garden, the EcoTarium, the Worcester Historical Museum, Music Worcester, and the Hanover Theatre for the Performing Arts.



Badge #17
Poster #17



"Speechless doesn't begin to describe what our reaction was upon hearing the news," said Adrien C. Finlay, executive director of Music Worcester.

EcoTarium President Joseph P. Cox said: "The words 'game changing' get bandied around a lot, but in this case, this truly is a game-changing gift to the institutions." Jean McDonough of Worcester is a longtime friend and benefactor of the seven recipient organizations, as was her late husband, Myles, founder of Spencer manufacturer FLEXcon.

She accepted a bouquet of flowers and was showered with applause throughout at a ceremony marking the gifts at City Hall Friday afternoon, but she was modest in explaining her reaction to it all.

She said all non-profits need money, and said that through the foundation, the opportunity was simply there to recognize organizations she felt a closeness to.



- 1 Around 20,000 stickers distributed to the children of Worcester City
- 2 Past Harvey Ball Smile Award recipient Jean McDonough announces large donations to multiple organizations in Worcester City, including Worcester Historical Museum
- 3 City Manager of Worcester, Edward Augustus, shown reading books to children on WSD at City Hall
- 4 Local donut chain in Worcester selling Smiley Face donuts at 30 stores around town
- 5 Scenes at Worcester City Hall on World Smile Day



No. 18

This year's World Smile Day theme: "Save Kumamoto!"

"World Smile Day® #18": On October 7, 2016 people across the world formed a cheer squad to support recovery efforts in Kumamoto.



This message was shared with 100 million Smiley fans both in the US and across the world.



Devastation caused by Kumamoto Earthquake on display in the US (October 7, 2016, Worcester City, Massachusetts)

People across the United States responded with support for recovery efforts aimed at Kumamoto: Spreading the wish of all Japanese people that the world does not forget about Kumamoto.

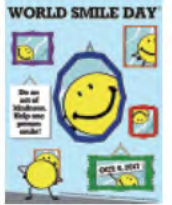




Badge #19

"World Smile Day® #19": October 6, 2017

World Smile Day, held on October 6 this year, was a great success both locally and internationally. The recently published "The Smile Book", a collaboration between Worcester Historical Museum, Worcester Public Schools, and the Worcester Reading Initiative, is an A-Z primer that tells what it is about Worcester that makes people smile. This book was the focal point of World Smile Day activities this year, with it being distributed and read in classrooms throughout the City of Worcester. We also ran a program on World Smile Day that featured a reading of the book to young children. This year The Harvey Ball Smile Award honoree was Patty Eppinger, a local woman who has been a moving force behind many community improvement efforts, including the Worcester Reads Initiative. World Smile Day was once again a success in cyberspace, with "World Smile Day" and "Harvey Ball" trending on both Instagram and Twitter. We received many thousands of posts on these two social media platforms, as well as on our Facebook page.



Poster #19

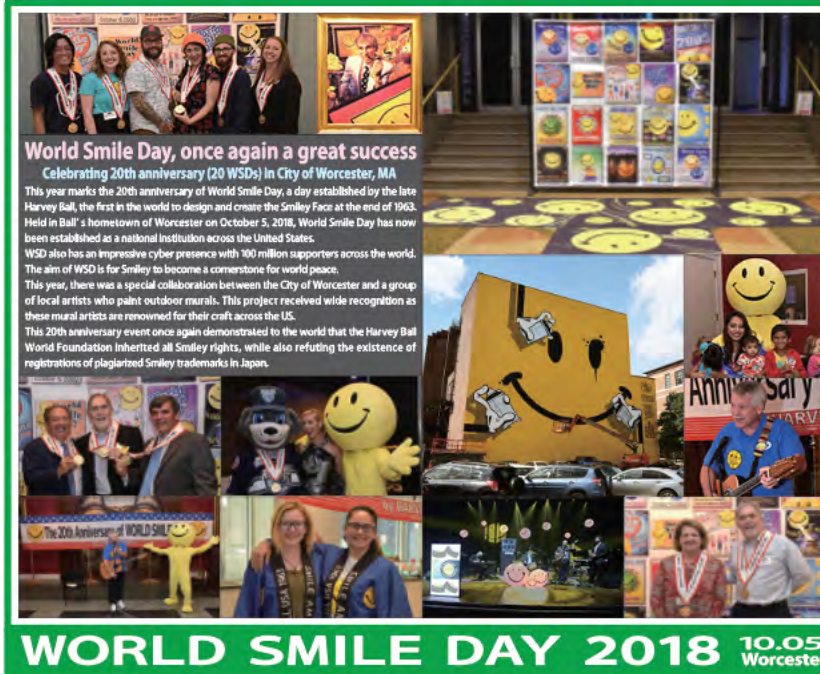


No. 20

55th anniversary of birth of Smiley Face 🤪 20th anniversary of World Smile Day

“World Smile Day® #20”: Twenty years of 20 World Smile Days has established global “intellectual property rights” for Harvey Ball’s Smiley Face.

100 Americans rewarded with title of Honorary Smile Ambassador for their cooperation in World Smile Day activities

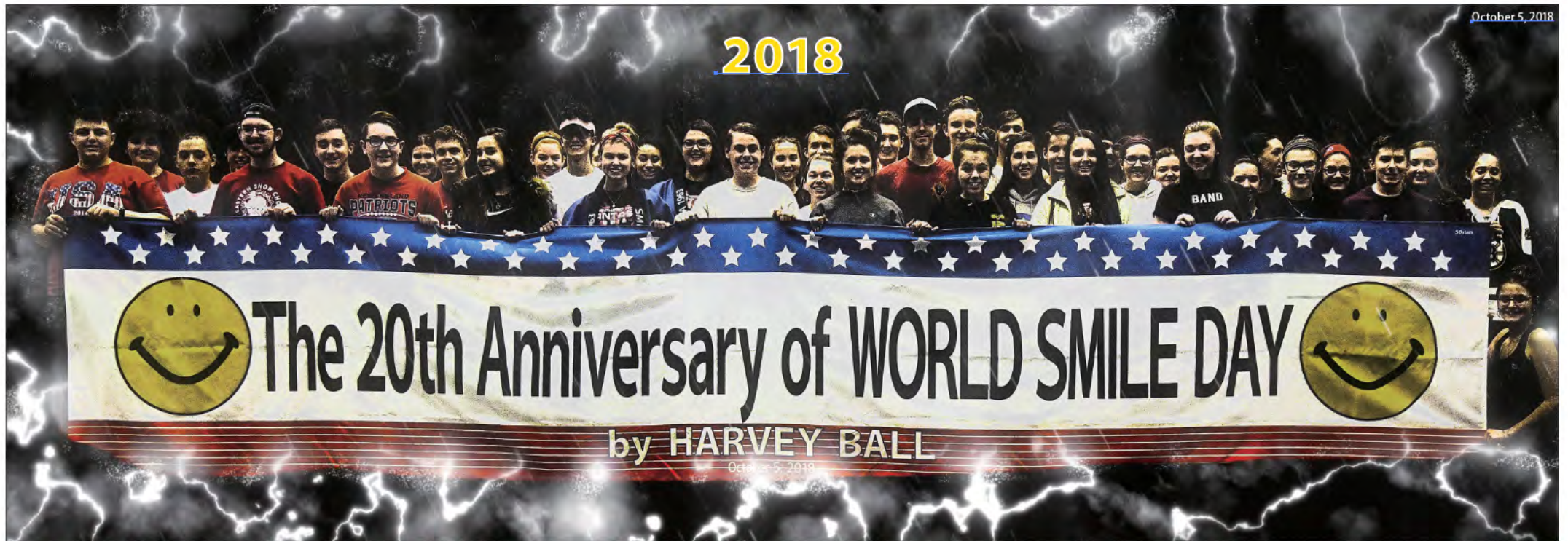


SMILEY was created by HARVEY BALL in 1963 in WORCESTER, MA.



20th World Smile Day a great success
Smiley is the pride of Worcester.

World Smile Day is held in cooperation with the people of Worcester City (MA) in commemoration of Smiley face (Smiley) with its yellow face and small eyes. WSD was a great success again this year, with the event and its message of world peace introduced to the world via the Internet.



SMILEY is an AMERICAN CULTURAL ICON and THE PRIDE of the American people.



We fully support the Harvey Ball World Smile Foundation



Harvey Ball World Smile Foundation USA

HONORARY SMILE AMBASSADOR



HARVEY BALL
created Smiley in 1963 in Worcester City

List of Honorary Smiley Ambassadors Since its foundation in 2001, Harvey Ball World Smile Foundation has been committed to "making Smiley a cornerstone for the world peace". Along the way, we had the fortune to have the following distinguished individuals as Honorary Smiley Ambassadors, who endorsed and helped various activities. This is the list of Honorary Smiley Ambassadors. Some have already passed away, but we have included all of them as a sign of our respect and gratitude for their services. **Creation of Smiley** "Smiley Face" (Smiley) was designed and created by Harvey Ball in 1963 in Worcester, Massachusetts, USA. Smiley Face was originally created at the request of two local insurance companies, which wanted an image celebrating their merger. When the companies distributed Smiley Badge to their customers, its popularity took the entire nation by storm. At the time, the badge is said to have adorned the front of the shirts of 100 million Americans. Thereafter, this character gained a world-scale popularity at the speed of light as "the most famous smile since the Mona Lisa on the yellow face with small eyes", currently becoming a character everybody in the world can recognize. Official Smiley Fan Club