

# Spreading Happiness Around the World: The Samsung Smile Stories Campaign



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BY [SAMSUNG GLOBAL](#)

As part of the company's #GetThroughThisTogether initiative commenced to help people stay hopeful amid the COVID-19 pandemic, the Samsung Smile Stories campaign has been introduced to inspire and to inform Samsung users all around the world about the power of a simple smile.

The Samsung Smile Stories campaign aims to bring a smile to people's faces by providing scientifically grounded facts on the physical and mental benefits that smiling can bring. The campaign also seeks to bring comfort to users by encouraging them to appreciate the small things found all around them in daily life that are capable of bringing a smile to their faces.

Samsung is asking the Galaxy community around the world to join this positive movement by sharing their photos or videos and their stories of what has kept them smiling these past few months using the #SamsungSmileStories and #withGalaxy hashtags on Instagram to inspire others to celebrate the small things.

The inspiring posts shared to social media so far have been compiled into a video and have been displayed on Samsung's landmark digital signage in London's Piccadilly Circus and Milan's Duomo since October 13 and New York's Times Square since October 14 to deliver a message of positivity and hope to people around the world currently trying their hardest despite the challenges brought on by the pandemic. The video will also be posted on [Samsung.com](#) and across Samsung's social channels.

From October 13, passers-by to these large-scale landmarks will be able to enjoy the smiles and stories of others from around the world who have contributed to the campaign, and

will be able to take away with them a reminder of why it is important to stay healthy and positive during this challenging time, and hopefully, will leave them with a smile on their faces, too.

*Press release distributed by Media Pigeon on behalf of Samsung Global, on Oct 19, 2020. For more information subscribe and [follow](#) us.*

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## Press Contacts

### 1. **Samsung UK**

Press Manager

[seuk.pr@samsung.com](mailto:seuk.pr@samsung.com)

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## Samsung Global

**Newsroom:** <https://mediapigeon.io/newsroom/samsung-global>

**Website:** <https://www.samsung.com/global/>

**Primary Email:** [lon-samsungpr@ketchum.com](mailto:lon-samsungpr@ketchum.com)

