

World Values Day 17 October 2019

Press release

World Values Day will return for a fourth year on 17th October 2019. The annual campaign has grown massively since it started in 2016, now reaching more than 60 million people in over 100 countries around the globe, with activities ranging from large conferences and organised events to countless individual and collective acts of kindness and humanity.

The ethos of World Values Day is a simple one. When people are aware of their core values and work to live in alignment with them, it has a positive impact on the world around us. In 2019, we believe this has never been more important.

World Values Day is supported by many widely recognised bodies such as the RSA (Royal Society for Arts), CIPD, the UK Values Alliance, PwC, Co-Operatives UK and dozens of others from all over the world.

This year's theme

Values and Wellbeing is the theme of this year's [World Values Day](#) on 17th October 2019.

Our values guide and shape our lives. When we live in alignment with them, we feel good about ourselves and we are happier, more purposeful, more fulfilled. If we override them, we get stressed and unhappy. In other words, they are the drivers of our wellbeing – our mental and emotional wellbeing, and to an extent even our physical wellbeing.

Wellbeing seems to be on everybody's agenda these days. Yet in all the intense discussion about wellbeing that we see across the media, the role of values is all too often ignored.

How to get involved?

In-line with this year's theme of values and wellbeing, the main call to action this year is a simple one which everyone can take part in, to take a 'Values Break'. Here's how:

1. Find a few minutes to wind down, clear your mind and think about the values that are important to you and your wellbeing.
2. Identify a value that is really important to you and reflect on whether you are really living that value, both in relation to yourself and to others.
3. Think of a way to put that value into action and make it a bigger part of your life. Keep it as simple and practical as you can.

There are plenty more tips and ideas available for those who would like some inspiration on other ways they can get involved on the [World Values Day website](#). There are events and activities being planned all around the world. Or you can plan your own activity using tips from the Values Guides for [Individuals](#), [Organisations](#), [Community Groups](#), and [Schools](#). Groups and organisations can take part in the [Values Challenge](#), a ready-made hour-long values workshop in using values to improve your individual and collective wellbeing. Or try a community walk, or just random acts of kindness.

There is something for everyone to do to bring their own most important value to life and help the world to become a healthier and happier place.

For further information please contact info@worldvaluesday.com

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<https://www.linkedin.com/company/worldvaluesday/> and YouTube <http://bit.ly/2uANxYp>.

Where appropriate use the hashtag [#WorldValuesDay](#).

This document was issued by a World Values Day partner, the [UK Values Alliance](#), a collaborative group that is seeking to promote values in society. Its members are individuals and organisations who are interested and/or active the field of values, whether personal, organisational or societal. Its aim is to put values at the heart of society.