PRESS RELEASE
WORLD VALUES DAY 2020

For Immediate Release: 15/07/20

World Values Day returns for a fifth year on 15th October 2020, amidst extraordinary global events.

On 15th October 2020, World Values Day will return for a fifth year, at a time when there has rarely been such a global focus on human values. This now well-established awareness day that celebrates and encourages living in alignment with our values has grown enormously since it started in 2016. The hashtag #WorldValuesDay has reached more than 60 million people in over 100 countries around the globe, alongside activities ranging from large conferences and organised events to countless individual and collective acts of kindness and humanity.

World Values Day is supported by many widely recognised bodies such as the RSA (Royal Society for Arts), CIPD (Chartered Institute of Personnel and Development), the UK Values Alliance, PwC, Co-Operatives UK and over a hundred other groups and organisations from across the globe.

The ethos of World Values Day is a simple one. When we are aware of our core values and live in alignment with them, it has a major positive impact not just on us but on those around us. We believe that, by putting our values into action together, we can change the world. This is why the theme for World Values Day 2020 is **Values in Action**.

This year, more than ever, the world needs the support and inspiration that values provide. Values are at the heart of our individual and societal response to the Covid-19 pandemic, just as they are in the Black Lives Matter movement, the climate change movement, and so many other key concerns that define our time. Values really matter. They are our motivators, they shape our lives and make us what we are. They can help us change our lives, and they can help us transform the society we live in too, as long as we let them guide us.

How to get involved

On 15th October 2020, we invite everyone to join in with celebrations by taking to social media using the **#WorldValuesDay hashtag** to share a photo along with a value that's important to you and how you put or plan to put that value into action. You can also join one of our many online events that will be taking place as part of our continuous 'Valuesthon' across time zones.

World Values Day is open to everyone, and anyone who would like to take part can plan their own activity using tips from the **Values Guides** for Individuals, Organisations, Community Groups, and Schools. Groups and organisations can also take part in the **Values Challenge**, a ready-made hour-long values workshop.

Whether you simply share a Tweet, get together with friends or colleagues in a 'values walk', or just decide to take part in random acts of kindness, there is something for everyone to do to bring your own most important value to life and help the world to become a better and happier place.

Further information and links

For more information please contact info@worldvaluesday.com

World Values Day Website: https://www.worldvaluesday.com/

How to get involved: https://www.worldvaluesday.com/how-to-get-involved/

World Values Day Events & Activities: https://www.worldvaluesday.com/events-and-activities/

Like World Values Day on Facebook: www.facebook.com/ValuesDay.

Follow World Values Day on Twitter at www.twitter.com/ValuesDay,

on Instagram at www.instagram.com/valuesday/,

on Linkedin at https://www.linkedin.com/company/worldvaluesday/,

and on YouTube at http://bit.ly/2uANxYp.

Where appropriate, please use the hashtag #WorldValuesDay.

This press release 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