

## **Edible Arrangements® Announces New Happiness Findings and Launch of Random Acts of Happiness® Campaign**

This summer, Edible Arrangements®, the leading purveyor of artistically designed fresh fruit arrangements, is launching Random Acts of Happiness® a new non-profit campaign to benefit Big Brothers Big Sisters in a nationwide program dedicated to raising awareness about happiness, encouraging optimism and celebrating role models and good deeds.

According to a recent survey conducted by Edible Arrangements®, the overwhelming majority (95%) of U.S. adults agree that *maintaining a healthy lifestyle is an important factor in a person's overall happiness*. The Happiness Survey was conducted online by Harris Interactive on behalf of Edible Arrangements® in March 2011 among 2,105 U.S. adults aged 18+.

Other key findings include:

- **Those who matter most.** Friends and family relationships bring happiness, over 9 out of ten (95%) U.S. adults agree.
- **Really? You didn't have to get me a gift!** Receiving a gift out of the blue would brighten their day, 93% of U.S. adults agree.
- **I know I didn't have to but I wanted to...** Giving a gift is a good way to bring happiness to their friends and family, over 8 out of ten U.S. adults agree (89%).
- **Pay it Forward.** Giving back to the community by doing volunteer work, or a simple good deed, makes them happy, 86% of U.S. adults agree.
- **They're people too, ya know.** Celebrities or public figures who lend their support to charities or non-profit organizations to help generate awareness are appreciated, 82% of U.S. adults agree.
- **Let the sun shine!** Springtime is the happiest time of year, over one third (37%) of U.S. adults, while another one third (36%) feel happiest in the summer. Only 15% feel happiest in the fall and 7% feel happiest in the winter, while 5% did not indicate a season.

**(cont'd below)**

### **Survey Methodology**

This survey was conducted online within the United States between March 29th and 31st, 2011 among 2,105 adults (aged 18 and over) by Harris Interactive on behalf of Edible Arrangements®.

This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact April Kay (203) 774-8057.

### **About Harris Interactive**

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