



California Workforce Connection

EDUCATION ★ INNOVATION ★ OPPORTUNITY

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Smile and Light Up the World
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We can smile and spread some joy and kindness to others. On the first Friday in October share that smile to make someone's day. In 1963 Harvey Ball who was a commercial artist from Worcester, Massachusetts came up with smile idea. Harvey designed the iconic yellow smiley face as part of an advertising campaign for the State Mutual Life Assurance Company. The yellow smiley face has become a symbol of happiness and positivity all over the world. Do not forget to share your smile and make the world a better place.

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