

**CELEBRATE THE POWER OF LAUGHTER
WITH CLOWNS WITHOUT BORDERS'**

6-Day Laughter Challenge





Hi Friend!

Welcome to our 6-day laughter challenge!

If you're looking to ease stress and replace moodiness with humor and cheerfulness, you're in the right place.

Hop into our clown car! We've got places to go and people to see. And we have much to share with you along the way.

Woohoo! Let's go!



The CWB Team





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Does mirth really matter? Yes! Here's why...

Adds years to life



[Scientists in Norway](#) concluded a good sense of humor lowered risk of death by infection 83% in women and 74% in men.



Improves quality of life



[Studies show](#) that frequent laughter reduces stress symptoms and promotes physical health, mental well-being, and social relationships.

No negative side-effects



Not only does laughter increase [pain tolerance](#) without dangerous side-effects, it's also free, non-invasive, and easy to implement.

HOW TO KEEP THE LAUGHS FLOWING



1. Celebrate your brain



2. Share a laugh



3. Ritualize laughter





Celebrate Your Brain



Your brain is amazing.

Did you know that the reason you feel better when you laugh is because your brain is flooding your nervous system and bloodstream with feel-good chemicals that **interrupt stress hormones** such as cortisol and adrenaline?

Yes, laughter triggers the brain to produce large amounts of dopamine, oxytocin, and endorphins. This happens even when we [anticipate laughter](#).



Endorphins
carry pleasure signals across the nervous system



Oxytocin
the "bonding chemical" creates feelings of relatedness



Dopamine
enhances learning, motivation, and attention





Share a Laugh



Ever notice how movies are more funny with a friend?

Researchers at UNC-Chapel Hill measured people's responses to watching **funny videos with strangers**. [Their findings](#)? Laughing at the same time as strangers (even Zoom partners) leads to feelings of similarity and a shared worldview.

Don't miss the opportunity for social benefit: find a friend and share your laughter!

Subconscious brain:
*We laughed at the same thing.
He must share my worldview.*





Ritualize Laughter



We're so happy you're taking this ride with us to learn about the power of laughter. The best part is around the corner: how you can connect with humor a bit more every day.

Why should you laugh everyday? The more you laugh, the more you benefit. Beyond giving your mind and body large doses feel-good hormones, laughter also:



protects blood vessels and heart muscles



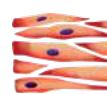
increases immune system function



expands lung capacity and renews oxygen



relaxes muscles and eases tension





6-Day Laughter Challenge

Monday

Use our laugh tracker (next page) and start tracking your laughs!

Tuesday

Can you laugh more than yesterday?

Wednesday

Make a laugh track!

Thursday

Share a laugh with a friend.

Friday

Reflect on laughter as medicine.

Saturday

Celebrate your success and commit to a laughter ritual.

6-Day Laugh Tracker: COUNT AND RE-LIVE YOUR LAUGHS



MON

TUES

WED

THURS

FRI

SAT

Count

Count

Count

Count

Count

Count

Funniest thing all day

Let's crack up together!

Count. How many times a day are you laughing? Yes, even a chuckle counts!

Funniest thing all day. When did you laugh hardest? Write down your funniest moment of the day.

Laughing Tools and Tips



Tuesday

Did you know the average adult laughs about [18 times a day](#)?

Today, track your laughter but with the intention of LOL at least once an hour!



Wednesday

Make a laugh track. Sitcoms use laugh tracks to encourage audiences to laugh more. Try it for yourself.

Record yourself trying 3-5 different types of laughter (nervous, polite, out-of-control).

Bonus Points: play it outloud when you think something is funny.



Thursday

Think about a time you laughed with one of your friends.

Text your friend (or send them an audio message) that starts : "Remember when we both laughed so hard because..."



Friday

You've heard the expression "laughter is the best medicine." Write about a time you experienced laughter "as medicine" or after grief. Were you surprised that even when you were stressed you still laughed out loud?

Resilience in laughter is at the heart of our work at Clowns Without Borders. Check out [this short film](#) about to learn more about us. Bonus points for sharing it with a friend!



Saturday

Congratulations! 

Take a bow (really!) and give yourself a round of applause for taking this ride with us and committing to laughter in your life.

Did you get in some good belly laughs?

Keep the laughter going: **Write down a laughter ritual you will continue.**

Here are some ideas:

1. Send a funny memory to a friend every day for a month.
2. Record a new laugh track and push play when you need a laugh.
3. Continue to track your laughter and note shifts in your mood.

Get more Clowns Without Borders in your social feed!

