



**Contact Us!**

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IF ART IS AN EXPRESSION OF SELF,  
WHAT WOULD GRATITUDE LOOK LIKE?



# WHAT IS THE GRATITUDE GRAFFITI PROJECT?

The Gratitude Graffiti Project is a forty day practice of purposeful appreciation of one's life through interactive art.

## CONCEPT

The Gratitude Graffiti Project is based on a simple concept, supported by positive psychology research and literature that one of the most important steps to wellness and happiness is to assume a daily practice of gratitude.

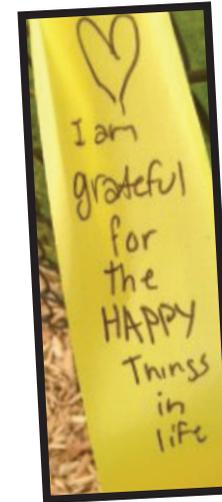
## BACKGROUND

Started in 2012 in Maplewood, New Jersey The Gratitude Graffiti Project has inspired communities of all types around the world: From drug rehab centers to hospitals, from elementary schools to an ivy league university. Across town boundaries and across the country. From Vancouver to Hong Kong. From a little town in Maplewood, NJ to Kokomo, Indiana, Grand Forks, North Dakota, Revere, Massachusetts and Palo Alto, California- People are inspired by, and then inspiring others to be grateful for the big and little things. Through The Gratitude Graffiti Project, participants are no longer 'spectators' of art, they are fully engaged in creating the art that expresses their gratitude.

Through art, people can contemplate, create, rejuvenate and awaken a whole new perspective to look at how great life can be.

The Gratitude Graffiti Project can be a dynamic experience. People have been moved to tears reading a note of gratitude that someone else had written. A community can surprise you when a line of people wait for a barbershop to open so that they can write what they are grateful for on the storefront window.

We have been touched observing a woman's hand shaking as she writes six letters at a hospital lobby gratitude stop:



## HOW DO I BEGIN?

1. **Start with one location.** Whether it is at a school, a library, a coffee shop or a neighborhood, start small.
2. **Use the resources available to you.** The project is designed to be simple – use space and items that you have available: window markers and a glass window, post-it notes and a wall, ribbons and markers on a fence, chalk and a sidewalk. The idea is to utilize the environment around you in a new way.
3. **Build partnerships.** Ideally the project should have at least 2-3 people to start the project, monitor its progress and celebrate its accomplishments with local and social media.
4. **Visit <http://thegratitudegraffiti-project.com>** website for tools, sample press releases, and updates of partnering sites around the world.

“ The Gratitude Graffiti Project allows neighbors to interact in a very positive, meaningful and effortless way. By spreading gratitude, we can appreciate where we live, who we live with and where we come from. Nothing speaks to a sense of community more than that. ”

Hilton Neighborhood Association  
Maplewood, NJ



## IN ACTION

To see The Gratitude Graffiti Project in action, watch these videos: <http://thegratitudegraffitiproject.com/video/>



## GOAL

Our goal is to create THE REMINDER by utilizing community hubs (“Gratitude Stops”) to creatively engage each passerby to take a moment to be grateful for a minimum of 40 days.

