



For Immediate Release

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Lane Transit District

Smile with LTD on World Smile Day

EUGENE, Ore. --- (Oct. 3, 2023) --- Lane Transit District (LTD) employees are inviting the community to smile with them to celebrate World Smile Day on Friday, Oct. 6, 2023.

“On World Smile Day we can all be intentional to flash a smile at the people we see every day,” said Cammie Harris, LTD’s Senior Marketing, Communication & Community Engagement Specialist, who is coordinating the District’s third year celebrating smiles. “There are few things that say ‘thank you’ or simply acknowledge another person more than a smile.”

The benefits of smiling have been noted in numerous research articles. A [Psychology Today](#) article identifies several benefits to smiling:

- Smiling elevates mood and creates a sense of well-being
- Even a forced smile can lead to a mood boost
- Smiling can make a person look younger
- Smiling makes people seem courteous, likable, and competent
- Smiling can make a person look thinner
- Smiling induces more pleasure in the brain than chocolate
- Smiling is contagious

Smiley buttons will be available from bus operators and from customer service representatives at the downtown Eugene Transit Station and the Springfield Transit Station beginning Tuesday, October 3 while supplies last.

Harvey Bell, a Massachusetts graphic designer, created the smiley face in 1963. He organized the first World Smile Day in 1999. Bell believed that everyone should devote one day each year to smiles and kind acts throughout the world. After his death in 2001, the Harvey Bell World Smile Day Foundation was established to honor him through an annual sponsorship of World Smile Day®.

Travel with LTD to the places you want to go. Complete [bus schedules and maps](#) are available online.

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About Lane Transit District (LTD)

Lane Transit District (LTD) is a special district of the State of Oregon led by a seven-member volunteer board of directors appointed by Oregon’s governor. LTD’s budget is funded through a combination of fares, taxes paid by local employers and employees, and from state and federal sources. LTD lives its mission to connect our community by delivering more than 5 million annual passenger boardings from 30 fixed bus routes and two EmX Bus Rapid Transit lines. LTD’s paratransit service, RideSource, provides more than 250,000 trips annually for people with disabilities and Medicaid recipients. More information about LTD is at www.LTD.org.