

Beat: Health

RED As Honorary Ambassador For Green On The International Day Of Happiness

RED From The Angry Birds Movie

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USPA NEWS - Red, the starring animated character voiced by US star Jason Sudeikis in the upcoming 'The Angry Birds Movie,' was named Honorary Ambassador for Green on the International Day of Happiness today at the United Nations...

Red, the starring animated character voiced by US star Jason Sudeikis in the upcoming 'The Angry Birds Movie,' was named Honorary Ambassador for Green on the International Day of Happiness today at the United Nations. The appointment of Red is part of the #AngryBirdsHappyPlanet campaign to help the world body promote the International Day of Happiness, which is observed on March 20 each year, and encourage people to take action against climate change and its impacts.

The International Day of Happiness recognizes that Gross Domestic Product alone cannot measure the wealth and well-being of a country's population and a more inclusive, equitable, balanced and sustainable approach to growth and development is key to being happy.

After United Nations Secretary-General Ban Ki-moon named Red as Honorary Ambassador for Green, the campaign was presented to hundreds of young people in the iconic General Assembly Hall of the United Nations.

The presentation included the movie's US stars Jason Sudeikis, Josh Gad and Maya Rudolph as well as producers John Cohen and Catherine Winder, who asked the attendees for their support to make the Angry Birds happy by doing their part to take action against climate change.

They presented the 'Help Red Go Green' materials including public service announcements created to support the campaign. By participating in the #AngryBirdsHappyPlanet campaign, individuals can make the Angry Birds happy and 'Help Red Go Green' by posting photos and messages to show how they are protecting our planet by recycling, taking public transportation and conserving water, for example.

March 20 has been established as the annual International Day of Happiness. In 2011, the UN General Assembly adopted a resolution which recognized happiness as a 'fundamental human goal' and called for 'a more inclusive, equitable and balanced approach to growth and development that promotes the happiness and well-being of all peoples' and all 193 United Nations member states have adopted a resolution calling for happiness to be given greater priority.

'The Angry Birds Movie' will be released in theaters by Columbia Pictures globally in May 2016. In the 3D animated comedy, The Angry Birds Movie, we'll finally find out why the birds are so angry.

The movie takes us to an island populated entirely by happy, flightless birds "" or almost entirely. In this paradise, Red (Jason Sudeikis, We're the Millers, Horrible Bosses), a bird with a temper problem, speedy Chuck (Josh Gad in his first animated role since Frozen), and the volatile Bomb (Danny McBride, This is the End, Eastbound and Down) have always been outsiders. But when the island is visited by mysterious green piggies, it's up to these unlikely outcasts to figure out what the pigs are up to.

Source : Sony Pictures

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