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LG EXPANDS 'EXPERIENCE HAPPINESS' INITIATIVE

New Partnership with CASEL Magnifies Unique Program to Reduce Teen Stress by Teaching Skills that Drive Happiness

ENGLEWOOD CLIFFS, N.J., Nov. 15, 2018 – The Collaborative for Academic, Social and Emotional Learning (CASEL) is partnering with LG Electronics USA through a unique new science-based platform to help equip American youth with the skills for sustainable happiness.

CASEL, the nation's leading advocate for making evidence-based social and emotional learning (SEL) an integral part of education, is the newest partner to join the corporate social responsibility initiative called "Life's Good: Experience Happiness" launched by LG to enrich the lives of 5.5 million youth in the United States over five years.

LG and CASEL are on a mission to equip youth with the essential life skills and supportive learning environments to become knowledgeable, caring, contributing and happy adults, citizens, co-workers, friends and family members. Social and emotional behaviors can be learned and can have dramatic, positive impact on youth, and an education system that integrates SEL across all aspects of school communities should be a national priority, according to CASEL.

"Through this partnership, CASEL will expand its great work with eight large school districts across the country to help LG reach 800,000 more students annually with systemic SEL programs and practices that align to our Sustainable Happiness Skills," said William Cho, president and CEO, LG Electronics North America. "CASEL's amazing work with administrators and educators to increase awareness of learnable, sustainable social and emotional skills is in perfect harmony with Experience Happiness."

LG funding will support CASEL partner districts' membership into the [Collaborating Districts Initiative](#), which helps districts across the country implement curriculum, share best practices and ensure the long-term sustainability of high-quality SEL across all aspects of the school community. Under the Life's Good: Experience Happiness umbrella, LG will also join [CASEL's 2019 National Conference](#), engaging 1,200 educators, scholars, policy-makers, and others committed to high-quality SEL programming for all students.

"The LG-CASEL partnership comes at a time when recognition of the benefits of SEL are at an all-time high, and a growing number of district and school leaders are seeking support in making SEL a priority for their classrooms," said CASEL President and CEO Karen Niemi. "We are grateful for the opportunity to partner with LG to equip educators with the knowledge and tools to create educational experiences that lead to positive and equitable outcomes for all students."

The SEL programs implemented by CASEL partner school districts will help provide youth with standards-based curriculum aligned with the six Sustainable Happiness Skills defined by the Life's Good: Experience Happiness program in partnership with the Greater Good Science Cen-



ter at University of California Berkeley. Research has shown that the practice of these skills – purpose, generosity, gratitude, mindfulness, human connection and positive outlook – can lead to increased social emotional well-being, more impactful classrooms and learning environments, and happier kids.

Together, the partnership supports an education that prioritizes academic, social and emotional learning, including the promotion and advancement of sustainable happiness skills for all youth.

The new CASEL partnership complements LG’s work with Inner Explorer and Project Happiness, leading organizations that bring science- and mindfulness-based SEL curriculum to U.S. schools, exemplifying how the Life’s Good: Experience Happiness platform is expanding to increase the number of youth impacted each year and their ability to recognize that life’s good.

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About CASEL

Collaborative for Academic, Social, and Emotional Learning (CASEL) is the world’s leading organization advancing one of the most important fields in education: the practice of promoting integrated academic, social, and emotional learning for all children in preschool through high school. Its mission is to help make evidence-based social and emotional learning (SEL) an integral part of education from preschool through high school. Through collaboration across research, practice, and policy, CASEL leverages collective expertise and experiences to maximize impact for all students. www.casel.org.

About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life’s Good” marketing theme. www.lg.com.

About Life’s Good: Experience Happiness

Aiming to enrich the lives of 5.5 million youth in the United States over five years, LG Electronics USA has launched a unique new corporate social responsibility initiative called “Life’s Good: Experience Happiness.” Happiness skills can be learned, according to the Greater Good Science Center at University of California Berkeley, which has identified six skills that sustain one’s ability to recognize that life’s good: mindfulness, human connection, positive outlook, purpose, generosity and gratitude. LG’s science-based platform is designed to engage leading non-profit partners including Inner Explorer, Project Happiness and the Collaborative for Academic, Social and Emotional Learning that help equip youth with skills for sustainable happiness. www.LGExperienceHappiness.com

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