



# What would happen if we try to start a chain of gratitude?

- **100Thanks officially started May 8, 2015 in Madrid.**
- **Chain of gratitude began five months ago in Madrid and it is quickly spreading worldwide, in incredible media appearances..**
- **100Thanks launches its next challenge in London: to enable individuals, organizations and people around the world to promote the value of gratitude and help them to transport it in their daily lives.**

## What is 100Thanks ?

**100Thanks** is an initiative that was born from the crisis. It was inspired by a period of great adversity when its founder was determined to **send an email to himself every night** thanking things about that day and read it the next day. That's how this project began, and now it extends worldwide.

## What 100Thanks offers ?

**100Thanks** offers a website, [www.100thanks.com](http://www.100thanks.com) where people worldwide can show gratitude **building a notebook with their thanks**. This notebook can be shared through social networks and there is also the option of **sending diplomas** to people who you want to thank. All acknowledgments are placed on a **world map** that shows in real time how this network is expanding and branching gradually. At a time of highlighting individualism and the loss of values, 100Thanks proposes a change.

**100Thanks** is a non-profit movement and it is free from any ties but gratitude, **free from anything that might stop it**: no exclusiveness, it is apolitical, non religious, all the material, - even logos- are published under Creative Commons; 100thanks focuses on getting individuals, organizations and companies to use and promote the carrying value of gratitude on their day to day live.

## History

The official start date of the project **100Thanks was last May 8, 2015** at an innovation and creativity event -Zincshower- in Madrid where its founder was casually chosen to give a talk on innovation and creativity applied to professional sectors. The interest of the organization for the project despite not having any commercial purpose was such that on the same day 100thanks has its **first national media appearance** on Radio Nacional de España.



The craziness just started. More media appearance came. **With just 2 months, July 3, 2015** 100Thanks appeared in the cover of the **American version of The Huffington Post**; The map of acknowledgments immediately began to spread across North America. From that moment this project has managed to cross borders with the support of partners in different parts of the world. Thanks to this quick spreading in July was launched the **English version** on the website, that soon will be translated into other languages.

In August, the project initiated the appointment of **Ambassadors 100Thanks**, amazing people whose life stories of overcoming inspire the whole world; the project aims to ignite a flame that inspires and then reflect the idea of finding a hundred reasons we all have to thank for. A brainstorming exercise that can be practiced in daily basis.

In August , the town of Sarria - located in Lugo, Galicia- expressed interest in becoming the first **City 100Thanks**. Sarria is one of the most important towns of **the Camino de Santiago**, welcoming millions of pilgrims over the years. This action links 100Thanks with the Camino de Santiago, an internationally recognized travel destination of gratitude and personal change.

In this short period of time **100Thanks** has achieved great impact on national and international media, interviews, pages in newspapers, and what is most important, it has managed to **arise the interest of thousands of people** to send their first Thank around the world and transform the movement into something massive and magical.

#### **Next challenge, five months after...**

**100Thanks** wants to use its next meeting in London to start his next challenge, **boosting organizations, companies and individuals** to carry the value of gratitude in their daily lives and propagate the chain of thanksgiving around the world easily with a user profile and a widget box that can be placed on their websites from which you can pick up acknowledgments. The number of acknowledgments received aims to become a new measure that can reflect the humanity of things beyond the followers or likes they may have.

Through this new challenge, **100Thanks** aims to provide something unthinkable only five months ago: to **facilitate the exercise of thanking, and to spread it daily to all possible people**, as well as getting companies and organizations worldwide to easily put among its priorities this powerful value of being thankful in their day to day life.

#### **Communication 100Thanks**

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