

FOR IMMEDIATE RELEASE

Happiness Initiative launches new card game that encourages players to have important conversations about mental health



SINGAPORE, 21 December 2021 – Happiness Initiative is releasing *‘Let’s Unpack This’*, an original card game that facilitates meaningful and constructive conversations to help players reframe their negative beliefs. Based on psychology research and studies, *‘Let’s Unpack This’* also encourages players to better understand themselves and their loved ones.

‘Let’s Unpack This’ can be played with friends, with significant others, with family, or even alone. The game has been intentionally designed for players to share authentically within a safe space.

Lead game-developer and co-founder of Happiness Initiative, Sherman Ho, said, “In the past few years of running Happiness Initiative, we realised that it’s difficult for many people to talk about their emotions and beliefs. We believe just the opportunity to talk about mental health will allow people to start important conversations, which is why and how we created *Let’s Unpack This.*”

“It’s important to us that the game is accessible – hence, we designed it so anyone could play it without a trained facilitator. During the holiday season, where people are reconnecting with family and friends as we approach the end of another unprecedented year, we hope that conversations about mental health will soon become normal in our everyday interactions.”



Watch the gameplay [here!](#)



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KEY FEATURES OF 'LET'S UNPACK THIS'



RESEARCH-BASED

The game is inspired by Cognitive Behavioural Therapy (CBT), an approach by American Psychiatrist Aaron T. Beck, which is often used to treat mental health conditions such as depression and anxiety disorder.

REFRAME NEGATIVE BELIEFS

CBT focuses on changing unhelpful thinking patterns by harnessing the belief that people have the ability to develop better coping mechanisms to deal with difficult situations in life. Through step-by-step instructions, the game guides the players to talk about their the negative beliefs and provides suggestions on how they can be reframed to something more constructive.



SUITABLE FOR ANYONE

'Let's Unpack This' is suitable for anyone, including counsellors, psychologists, and teachers, to help unpack emotions for the people they work with.

STRENGTHEN RELATIONSHIPS

The game encourages deep conversations for players to unpack their negative emotions and beliefs. In this process, they can understand one another better while strengthening relationships.



CHRISTMAS PROMOTION

All orders placed before 24 Dec 2021 will have a guaranteed delivery on the 24 Dec 2021 – and by the co-founder of Happiness Initiative, Sherman Ho (Ho Ho!) himself!

“Let’s Unpack This” will also be on 15% off until 26 Dec 2021. It is the best thing to unpack this Christmas!

PRICING & AVAILABILITY

‘Let’s Unpack This’ is now available at Happiness Initiative’s website:

<https://www.happinessinitiative.sg/LetsUnpackThis>

Regular Price: \$34.90 (+15% off till 26 Dec 2021)

FOR MEDIA ENQUIRIES

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ABOUT HAPPINESS INITIATIVE

Happiness Initiative is a social enterprise that aims to build a flourishing society with evidence-based interventions through their products and programmes. They help to translate the science of happiness and well-being into actions people can take. Through this, they aim to take a preventive approach towards mental health conditions and help people live more fulfilling lives.

Happiness Initiative focus on three areas:

- Raising awareness on the science of wellbeing
- Translating research into application
- Building a community of well-being advocates

More information on their [Website](#) / [Instagram](#) / [Telegram](#).

