

# The Way To Happiness Brings Message to Annual International Kids Festival

*International Kids Festival brings families and groups together including The Way To Happiness with information for building character and improving morals.*

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Sacramento CA – The [Russian American Media](#) put on its Annual International Kids Festival this year in William Land Park on Sept 4th. The day was a sunny and perfect day for family friendly activities.

The annual event brings together thousands of families from Russian-speaking, Asian, African-American, Hindu, Latino, and other communities. For 17 years this festival helped hundreds of organizations reinforce community presence, boost their image among the multicultural families, and deliver information about their products and services.

“

It is in your power to point the way to a less dangerous and happier life.”

*L Ron Hubbard*

Attended by many organizations and community groups including non-profits, this year was joined by [The Way To Happiness](#) Foundation.

The Foundation features materials and teaching tools centered around the book, “The Way To Happiness”.

Written By L Ron Hubbard the book is a non-religious common sense guide to better living containing 21 precepts that one can follow to lead a happier life. Among these are such things as Take Care Of Yourself, Love and Help Children, Honor and Help your Parents and Set a good example.

With the multi-cultural theme and the different cultures attending the event, it was a good fit for our materials said the local Chapter’s Director Greg Patton. There is a whole section of the book



Chapter Director Handing out The Way To Happiness booklets

devoted to “The Virtues” with concepts about treating others around you with; “Justness, Loyalty, Fairness, Kindness, respect” and more. These are principles that anyone can use to better relationships among people and even a chapter about respecting the religious beliefs of others.

People want to be accepted and treated fairly and I believe this book can help create a bond among people and set the foundation for a peaceful world said Patton.

A good example of that is the CEO and Founder of Russian American Media Sergey Ivannikov and his team’s work to bring all these diverse groups together and put on an entertaining event that included Multi-Cultural Performances, Petting Zoo, Pony Rides, Balloon Art and many more exhibitors.

For More Information about The Way To Happiness you can see their website at;

<https://www.thewaytohappiness.org/>

For more information about Russian American Media you can reach them at;

<https://www.russianamericanmedia.com/>

Mike E Klagenberg

Church of Scientology of Sacramento

[email us here](#)

Visit us on social media:

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Main Stage with Multi-Cultural dancers



Event Organizer and CEO of Russian American Media Sergey Ivannikov visits volunteers at The Way To Happiness Booth

This press release can be viewed online at: <https://www.einpresswire.com/article/552017878>

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