

## RENT A (VIRTUAL) FINN - LEARN HAPPINESS SKILLS FROM THE HAPPIEST PEOPLE IN THE WORLD

***Rent a Finn goes Virtual is a new social media initiative which lets people in on the Finns' natural way of life and daily routines for feeling happier while staying at home and dreaming about our next trip. The campaign picks up from Visit Finland's global Rent a Finn campaign in 2019. In addition to the live stream series that will showcase how to Eat with a Finn, Relax with a Finn or Be Active with a Finn, you can apply for an exclusive one-to-one session with the Virtual Happiness Guides.***

Finland was chosen by the United Nations as the [world's happiest nation](#) for the third year running in March. Visit Finland, the Finnish travel promotion organization, is launching the Rent a Finn goes Virtual campaign to showcase the Finnish way of life.

"We want to encourage people to take care of themselves and their loved ones while dreaming about their next trip. The Rent a Finn campaign of 2019 was a great success, and during these uncertain times, we want to give people the opportunity to learn about the secrets of Finnish happiness regardless of place or time. This initiative also offers the chance to connect one-to-one with a Finn from the comfort of your sofa", says **Paavo Virkkunen**, Executive Director, Visit Finland at Business Finland.

### **Unspoiled nature boost happiness hormones**

Finland is known for its nature, and travelers often fall in love with the clean air, silence, forests and its free treasures, such as bilberries, mushrooms, and wild herbs. A daily connection with nature is something Finns appreciate, even more during these uncertain times.

"Finnish happiness isn't skin deep and immediately visible – it's deeply engrained in our being. Sustainable happiness is our superpower, and it means we tend to take life as it comes. We appreciate the small things in our daily lives, such as sitting quietly on a bench and staring at the empty lake after a relaxing sauna session or taking a morning dip in the sea before going to work. This attitude will also bring us through these challenging times," explains **Heli Jimenez**, Senior Director, International Marketing at Business Finland

### **Book an individual meeting with a Finnish Happiness Guide**

The new Rent a Finn goes Virtual campaign provides interactive learning and encounters with Virtual Happiness Guides. The series focuses on five different areas of Finnish lifestyle, showcasing different aspects Finnish happiness in live stream sessions called ***Eat with a Finn, Relax with a Finn, Be active with a Finn, Spend time with a Finn and Be happy with a Finn***. A Virtual Happiness Guide, who is specialized in the topic through his /her daily work and life, will introduce each topic. Viewers are encouraged to take part in the experience by preparing for the upcoming live stream.

“We want to offer a chance to find your inner calm and happiness while staying at home. We help people to get in touch with the sustainable Finnish way of life by creating meaningful, virtual encounters with local people, nature and culture through social media”, **Heli Jimenez** continues.

Would you like an effective workout with a Finn, or perhaps to talk with a Finn about how you can feel happier in your life? Selected Virtual Happiness Guides will be available for individual 15 minutes meetings via Teams, Hangouts or Skype in the week of 22 June. You can apply to book your preferred topic and Virtual Happiness Guide on the campaign site

[www.rentafinn.com](http://www.rentafinn.com)

Applications are open until 7 June at 23.59 (GTM+3).

**Streaming live on Visit Finland’s Facebook 17:00 (GTM+3) with discussion afterwards on Instagram Live. Please check possible changes on campaign’s website.**

**15 May: Relax with a Finn:**

**Virtual Happiness Guide:** Päivikki Koskinen, journalist, coach therapist, sauna and ice swimming lover

**Happiness skills:** Sauna and swimming and preparations before sauna in nature

**How to prepare yourself:** Grab yourself some cold refreshments and a big bucket of cold water! A towel can be good to have as well.

**22 May: Spend time with a Finn:**

**Virtual Happiness Guides:** Special needs teacher, cyclist, coffee-shop owner Mirja Priha & designer and handicraft teacher Molla Mills

**Happiness skills:** Crafting and crocheting, learning Finnish, being in nature, exercises with senses, cycling from city center into nature

**How to prepare yourself:** Find a peaceful space and think about questions what you have always wanted to know about Finns and their mysterious habits

**29 May: Stay active with a Finn**

**Virtual Happiness Guides:** Sailing and outdoor enthusiast, Antti Etelämäki & entrepreneur, coach and outdoor enthusiast Jukka Joutsiniemi

**Happiness skills:** Sailing and exercising in nature

**How to prepare yourself:** You can prepare yourself for this live session by wearing a relaxed outfit and having a big bottle of water close to you

**1 June: Eat with a Finn**

**Virtual Happiness Guide:** Michelin Star chef Sasu Laukkonen

**Happiness skills:** Collecting wild herbs in urban environments and cooking with them

**How to prepare yourself:** Prepare yourself by getting a pair of rubber boots and some kitchen accessories

**12 June: Be happy with a Finn**

**Virtual Happiness Guide:** The village of Mathildedal

**Happiness skills:** A village tour to find the keys to happiness from many different sources

**Be happy with a Finn.** Prepare yourself with a comfy chair and a couple of questions about what the secret to Finns' happiness is. Maybe you'll find the answers during our live trip to the village of Mathildedal.

<https://www.facebook.com/visitfinland>

<https://www.instagram.com/ourfinland/?hl=fi>

\*UN World Happiness Report 2020 <https://worldhappiness.report/ed/2020/>

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*Visit Finland works to develop Finland's travel destination brand, market Finland to travelers abroad and help companies in the travel industry go global. Visit Finland cooperates with travel destinations, regions and businesses in the travel industry and other export promoters and embassies. Visit Finland is part of Business Finland. [www.visitfinland.fi](http://www.visitfinland.fi)*

*Business Finland is the Finnish government organization for innovation funding and trade, travel and investment promotion. Business Finland's 600 experts work in 40 offices globally and in 16 regional offices around Finland. Business Finland is part of the Team Finland network.*

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