



**FOR IMMEDIATE RELEASE**

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### **Take a Pause on International Being You Day**

#### ***The Key to Life Well-Lived***

**Houston, TX-** International Being You Day, a global initiative pioneered by Dr. Dain Heer, will take place on June 22, 2024. This year marks the 4th annual celebration of [Being You Day](#), an initiative to encourage individuals to embrace their uniqueness and authenticity, and to collectively celebrate the beauty and greatness found in our differences.

The visionary behind International Being You Day is Dr. Dain Heer who emphasizes the urgency of slowing down in a world obsessed with speed, "We have been conditioned to believe that we will only have what we desire when we move faster. This is one of the biggest lies. What if we relax more, stop, and notice what is around us?" he questions." What if that is an essential recipe for a life well-lived?"

On June 22nd individuals worldwide are invited to transition from a life on autopilot to one characterized by curiosity, joy, gratitude, and presence. International Being You Day is dedicated to exploring the essence of one's true self beyond external expectations.

As Dr. Heer asserts, "This day is your reminder that you are capable, you are not wrong, and you have something beautiful inside you that, when embraced, makes everything greater."

The Being You movement traces back to 2011 with the release of Dr. Dain Heer's best-selling book, *Being You, Changing the World*. Inspired by the overwhelming response from readers

worldwide, Dr. Heer envisioned International Being You Day as a platform to extend the message of self-discovery to a broader audience. Since then, it has evolved into a global phenomenon, touching the lives of countless individuals seeking authenticity and fulfillment.

"In essence, Being You is discovering what is true for you," explains Dr. Heer. "It is not a destination but a meandering journey and exploration of yourself. It is also the key to having everything you have ever desired and creating thriving relationships, financial abundance, success in life, and liking your life!"

To celebrate Being You Day on June 22nd, participants are invited to engage in "21 Days of Exploring You." Beginning on June 1st, individuals worldwide can access live sessions conducted by thought leaders and facilitators, culminating in a two-hour session with Dr. Heer broadcast live from Mexico City on June 22nd. Tune in to the free broadcast at [www.beingyouday.com](http://www.beingyouday.com) or at [youtube.com/drdainheer](https://youtube.com/drdainheer).

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**About International Being You Day- *Explore, Discover, and Celebrate You.*** This day, celebrated annually on June 22nd, is a global initiative encouraging individuals to embrace their uniqueness and authenticity and celebrate their differences. It's a day dedicated to self-discovery, acceptance, and empowerment, inspiring millions worldwide to celebrate their individuality. By doing so, this can foster a culture of inclusivity and acceptance, creating a world where everyone can thrive. Learn more at [www.beingyouday.com](http://www.beingyouday.com).

**About Dr. Dain Heer-** A Doctor of Chiropractic and Co-Creator of Access Consciousness, Dr. Dain Heer is the author of multiple books on the topic of relationships, consciousness, raising conscious children, healing, money, embodiment, and being you. His best-selling book ***Being You, Changing the World*** sparked an international movement. He is also the founder of [International Being You Day](http://www.beingyouday.com), which takes place every year on June 22nd, created for you to celebrate you. A regular in the media, Dr. Heer has been featured on hundreds of top podcasts, magazines, documentaries, and television shows like Fox News, KTLA, and Good Morning Washington. He is a catalyst for empowering people to know they can change anything. For over 25 years, he has invited people to see their differences as strengths, turn up the dial on their uniqueness, and embrace their greatness. Learn more at [www.drdainheer.com](http://www.drdainheer.com) and [@dainheer](https://twitter.com/dainheer).