

Hug A Tall Person Day with High and Mighty

Submitted by: Brandnation Integrated Ltd

Friday, 8 February 2013

Hugging has been associated with many health benefits, from reducing stress and increasing happiness through to pain relief, maintaining relationships and improving wellbeing. In honor of this momentous day, High and Mighty will be celebrating high hugs and happiness all day, spreading the benefits of cuddles and encouraging the nation to participate.

Hugging someone of great stature can be pretty tricky business (especially for shorter people) so High and Mighty's step-by-step video guide demonstrates the top techniques needed to succeed in giving the perfect hug.

From 'The Leap of Faith' to 'The Elevator' technique, there is a hug for every height combination. Just in case you need some extra help, a 'TALLKIT' list is included.

High and Mighty's "Mr High", who stands at an impressive 7 ft 1", will be handing out hugs in central London on International Hug a Tall Person Day, with the aim of making commuters in capital a little happier!

Get practicing now and perfect your skills in time to hug your favorite tall person on the 11th February!

@highandmighty #hugatallpersonday

Contact Charlotte Alexander on 0207 940 7187 or charlotte@brandnation.co.uk