# Peter Crouch and Louie Spence highlight joy’s physical impact with Nationwide’s £100 bonus celebration



Peter Crouch and Louie Spence recently came together to celebrate Nationwide’s annual Fairer Share Day, a highlight for over four million members who will receive a £100 bonus. This initiative aims not only to reward members but also to inspire joy through unexpected financial gifts, tapping into a broader conversation about the nature of happiness and how good news can trigger physical reactions.

In a recent survey commissioned by Nationwide, striking results emerged, revealing that 60% of participants experienced involuntary physical reactions, such as jumping, shouting, or dancing, upon receiving pleasant surprises. Behavioural psychologist Jo Hemmings explained this phenomenon, stating, “This sense of joy can stimulate the body to experience the emotion physically,” attributing these reactions to what is known as a ‘limbic reaction.’ The surge of feel-good chemicals, notably dopamine, plays a crucial role in how the body responds to joyful moments. This aligns with research that shows feelings of joy are linked to enhanced energy and motivation, often resulting in increased physical activity, better sleep, and improved immune function.

The celebration campaign is not merely about monetary bonuses; it reflects a deeper societal need for joy and positive surprises. Two-thirds of those surveyed believe life often lacks unexpected good news, with the most cherished types being financial surprises, such as the Nationwide bonus (67%), flight upgrades (36%), and reconnecting with long-lost friends (30%). Spence, the celebrated dancer, articulated this sentiment by stating, “Whether it’s a pirouette or the cha cha cha, dancing makes me feel alive—and there’s nothing like great news to make me want to move.” His emphasis on dance as a joyous response mirrors a broader trend where physical celebration enhances emotional wellbeing.

The effects of joy permeate beyond fleeting happiness; numerous studies have highlighted the psychological benefits of celebrating, including improved mental health and cognitive function. Celebrations trigger the release of neurotransmitters like serotonin and endorphins, which are closely associated with pleasure and happiness, while also fostering social connection. This chemical cascade can stimulate neural pathways, thereby enhancing cognitive abilities such as memory and problem-solving skills.

Indeed, Crouch’s humorous remarks about his signature dance move, The Robot, encapsulate the essence of the day. He noted, "When it comes to celebrating good news, I’m one to bust out a few moves. Whether it’s scoring a game-changing goal or receiving a gift, when that euphoria takes over, you just want to move.” This sentiment echoes across many cultures, as communal celebrations not only enhance emotional bonds but also improve physical health, leading to better recovery post-illness and stronger social ties.

As Nationwide’s Fairer Share Day highlights, the act of celebrating and sharing good news fosters community spirit and personal joy. In an age where the mundane often dominates our lives, initiatives like this remind us of the importance of actively seeking and celebrating the positive moments that connect us to one another.

## Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/uk/2062165/celebrating-good-news-dance-nationwide-fairer-share), [[4]](https://www.healthline.com/health/affects-of-joy)
* Paragraph 2 – [[1]](https://www.express.co.uk/news/uk/2062165/celebrating-good-news-dance-nationwide-fairer-share), [[2]](https://integrishealth.org/resources/on-your-health/2023/september/how-joy-affects-the-body), [[6]](https://medicalxpress.com/news/2023-03-joy-good-body-mindthree-ways.html)
* Paragraph 3 – [[3]](https://medium.com/%40systementcorp/the-joy-of-celebrating-unveiling-the-positive-effects-on-mental-health-225c34c3aaae), [[7]](https://www.thewellnessengineer.com/blog/the-science-of-celebrating-how-joyous-occasions-benefit-your-health)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.express.co.uk/news/uk/2062165/celebrating-good-news-dance-nationwide-fairer-share> - Please view link - unable to able to access data
2. <https://integrishealth.org/resources/on-your-health/2023/september/how-joy-affects-the-body> - This article explores how joy influences the body, highlighting that positive moods are linked to increased energy and motivation, leading to more physical activity. It discusses the release of feel-good chemicals like dopamine, serotonin, endorphins, and oxytocin during joyful moments, which can improve sleep, digestion, and immune function. The piece also notes that joy can cause physical reactions such as facial flushing and a warm feeling in the chest, and that laughter can reduce stress and enhance cardiovascular health.
3. [https://medium.com/@systementcorp/the-joy-of-celebrating-unveiling-the-positive-effects-on-mental-health-225c34c3aaae](https://medium.com/%40systementcorp/the-joy-of-celebrating-unveiling-the-positive-effects-on-mental-health-225c34c3aaae) - This article examines the positive effects of celebrating on mental health, stating that celebrations trigger the release of neurotransmitters like dopamine, serotonin, and oxytocin, which are associated with pleasure, happiness, and social connection. It also mentions that celebrating can enhance cognitive abilities by stimulating neural pathways, promoting neural plasticity, and improving memory and problem-solving skills.
4. <https://www.healthline.com/health/affects-of-joy> - This article discusses how joy affects the body, explaining that feelings of joy are linked to the release of neurotransmitters such as dopamine and serotonin, which are associated with happiness. It also notes that joy can cause physical reactions like facial flushing and a warm feeling in the chest, and that smiling can elevate mood and reduce stress.
5. <https://pmc.ncbi.nlm.nih.gov/articles/PMC2801060/> - This study investigates the role of dopamine in enhancing expectations of pleasure in humans. It found that administering L-DOPA, a drug that enhances dopaminergic function, during the imaginative construction of positive future life events subsequently enhances estimates of the hedonic pleasure to be derived from these events, providing direct evidence for dopamine's role in modulating subjective hedonic expectations.
6. <https://medicalxpress.com/news/2023-03-joy-good-body-mindthree-ways.html> - This article highlights the benefits of joy for both body and mind, noting that joy leads to a Duchenne smile, an involuntary, genuine smile that reaches the eyes, associated with improved physical health, better recovery after illness, and stronger social bonds. It also discusses how joy triggers physiological changes like increased breathing and heart rate, and the release of neurotransmitters such as dopamine, serotonin, and endorphins.
7. <https://www.thewellnessengineer.com/blog/the-science-of-celebrating-how-joyous-occasions-benefit-your-health> - This article explores the science behind celebrations and their impact on health, stating that celebrations trigger the release of neurotransmitters like dopamine, serotonin, and endorphins, which contribute to feelings of happiness and pleasure. It also mentions that celebrations can lower pain by releasing endorphins and reduce stress by lowering cortisol levels, and that they foster social bonding and connection.