# Nationwide's Fairer Share Day sparks joy and dancing with a £100 savings boost



Nationwide's annual Fairer Share Day is a celebration that gives over four million members a surprising £100 boost to their savings. The event has garnered attention not only for its financial incentives but also for its broader exploration of how positive news can trigger physical reactions. England football legend Peter Crouch and dance luminary Louie Spence have joined forces to commemorate this occasion, each bringing their distinctive flair to the dance floor. Their partnership highlights the joy that unexpected good news can elicit—a response that is not merely emotional but has physiological roots.

Recent research underscores the power of surprise in human behaviour; a survey revealed that a remarkable 60% of people report involuntary physical responses—such as jumping or dancing—when faced with delightful surprises. According to behavioural psychologist Jo Hemmings, these reactions stem from what she terms a "limbic reaction," where the brain’s limbic system releases feel-good chemicals like dopamine. This surge can manifest physically as the body instinctively responds to joyful experiences. Hemmings states, “This sense of joy can stimulate the body to experience the emotion physically; it’s the body’s spontaneous way of releasing that emotional energy.”

The release of dopamine, often dubbed the "feel-good" neurotransmitter, plays a crucial role in how we process joy and pleasure. When faced with enjoyable surprises, dopamine levels rise significantly, which not only results in feelings of happiness but can also enhance motivation and push individuals towards more positive behaviours. Neuroscientific studies indicate that this dopamine release is particularly potent when the rewards received are unexpected, reinforcing the pleasure derived from surprises. By engaging in celebratory behaviours—like dancing—individuals are not just expressing joy; they are also experiencing a neurochemical reward that enhances their overall well-being.

The survey also revealed a poignant sentiment among respondents: two-thirds believe life lacks enough unexpected joyful moments. Participants indicated that their favourite types of good news included receiving an unexpected financial bonus (67%), upgrades on flights (36%), reunions with friends or family (30%), and promotions at work (25%). This longing for positive surprises reflects a broader cultural desire for joy, especially in uncertain times, proving that the simple act of celebrating good news can provide uplifting moments in our daily lives.

Crouch, known for his playful dancing, expressed this thrill succinctly, saying, “When it comes to celebrating good news, it’s no secret that I’m one to bust out a few moves." Meanwhile, Spence echoed these sentiments, affirming, “There’s nothing like great news to make me want to move.” Their collaboration serves as a joyful reminder of the power of dance and celebration in responding to good news. Such interactions not only uplift spirits but also contribute positively to mental health, reinforcing the idea that joyous occasions can and should be expressed through celebratory motions.

As Nationwide celebrates this event, it illuminates the meaningful impact that small surprises can have on our lives. The combination of financial bonuses and the celebration of joy underlines the importance of building a culture that embraces the delightful and unexpected. In an age where negativity often dominates headlines, Fairer Share Day stands as a reminder of the value that joy, surprise, and community can bring to our collective experience.

## Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/uk/2062165/celebrating-good-news-dance-nationwide-fairer-share), [[2]](https://www.psychologytoday.com/us/blog/your-neurochemical-self/201903/is-the-face-of-dopamine)
* Paragraph 2 – [[1]](https://www.express.co.uk/news/uk/2062165/celebrating-good-news-dance-nationwide-fairer-share), [[3]](https://www.goodtherapy.org/blog/6-ways-the-limbic-system-impacts-physical-emotional-and-mental-health-0316197)
* Paragraph 3 – [[4]](https://www.scientificamerican.com/article/dopamine-the-currency-of-desire/), [[5]](https://www.psychology-360.pro/biopsychology/the-neurochemistry-of-happiness-exploring-positive-psychology-the-neurochemistry-of-happiness-exploring-positive-psychology/)
* Paragraph 4 – [[6]](https://psychiatryonline.org/doi/10.1176/appi.neuropsych.24.1.1), [[7]](https://pubmed.ncbi.nlm.nih.gov/19524047/)
* Paragraph 5 – [[1]](https://www.express.co.uk/news/uk/2062165/celebrating-good-news-dance-nationwide-fairer-share), [[7]](https://pubmed.ncbi.nlm.nih.gov/19524047/)

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## 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://www.psychologytoday.com/us/blog/your-neurochemical-self/201903/is-the-face-of-dopamine> - This article explores the role of dopamine, a neurotransmitter associated with pleasure and reward, in human emotional processing. It discusses how dopamine is released in response to positive stimuli, such as receiving a gift or achieving a goal, and how this release can lead to feelings of happiness and satisfaction. The article also examines the concept of 'reward prediction error,' where dopamine levels increase when rewards are unexpected, enhancing the pleasure derived from surprises. Additionally, it highlights the role of dopamine in motivation and learning, emphasizing its importance in reinforcing behaviors that lead to positive outcomes.
3. <https://www.goodtherapy.org/blog/6-ways-the-limbic-system-impacts-physical-emotional-and-mental-health-0316197> - This article delves into the functions of the limbic system, a complex set of structures in the brain that play a crucial role in regulating emotions, behavior, and long-term memory. It explains how the limbic system acts as a control center for both conscious and unconscious functions, bridging the gap between psychological and physiological experiences. The article also discusses the limbic system's involvement in the fight or flight response, highlighting its role in triggering physical reactions to emotional experiences such as fear. Additionally, it covers the limbic system's influence on reward, motivation, and addiction, emphasizing its impact on feelings of pleasure and reinforcement of behaviors.
4. <https://www.scientificamerican.com/article/dopamine-the-currency-of-desire/> - This article examines the role of dopamine in the brain's motivational systems, particularly in relation to reward prediction and learning. It discusses how dopamine neurons fire in response to unexpected rewards and how this activity encodes the difference between anticipated and actual rewards. The article also explores the concept of 'reward prediction error,' where dopamine levels increase when rewards are greater than expected, enhancing the pleasure derived from surprises. Additionally, it highlights the role of dopamine in addiction, explaining how overstimulation of the dopamine system can lead to intense feelings of pleasure and encourage repeated behaviors.
5. <https://www.psychology-360.pro/biopsychology/the-neurochemistry-of-happiness-exploring-positive-psychology-the-neurochemistry-of-happiness-exploring-positive-psychology/> - This article explores the role of dopamine, a neurotransmitter often referred to as the 'feel-good' chemical, in the experience of positive emotions. It explains how dopamine is released in response to pleasurable or rewarding stimuli, creating a sense of happiness and satisfaction. The article also discusses dopamine's role in motivation and goal-directed behavior, highlighting how it drives individuals to pursue and achieve their objectives. Additionally, it touches upon the impact of dopamine levels on overall well-being, noting that higher levels are associated with more positive emotions, while lower levels can be linked to conditions such as depression.
6. <https://psychiatryonline.org/doi/10.1176/appi.neuropsych.24.1.1> - This article provides an overview of the neuroanatomy of dopamine, focusing on its role in reward and addiction. It discusses the pathways through which dopamine influences various brain regions, including the mesolimbic and mesocortical pathways, and how these pathways are involved in processing rewards and reinforcing behaviors. The article also examines the concept of 'reward prediction error,' where dopamine activity increases when rewards are greater than expected, enhancing the pleasure derived from surprises. Additionally, it highlights the implications of dopamine dysregulation in addiction, explaining how overstimulation of the dopamine system can lead to intense feelings of pleasure and encourage repeated behaviors.
7. <https://pubmed.ncbi.nlm.nih.gov/19524047/> - This study investigates the involvement of dopamine neurotransmission in human emotional processing. Using dynamic molecular imaging techniques, the researchers detected and mapped dopamine release during the presentation of emotional stimuli. The findings revealed significant increases in dopamine release in the left amygdala, left medial temporal lobe, and left inferior frontal gyrus, providing direct evidence of dopaminergic modulation of human emotional processing. The study suggests that dopamine plays a crucial role in the processing of emotions and highlights the need for further research into its involvement in emotional regulation and related conditions.