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## **As Global Stress Hits a Decade High, International Being You Day Returns June 22 With a Worldwide Survey Asking: “How Do You Know When You’re Not Being Yourself?”**

*Best-selling author Dr. Dain Heer leads the 6th annual free YouTube livestream on June 22, with live conversations featuring Access Consciousness founder Gary Douglas, Simone Milasas, and Grace Douglas.*

**HOUSTON, TX (June 1, 2026).** The world is on edge. Gallup’s 2025 State of the World’s Emotional Health report, drawn from more than 145,000 interviews across 144 countries, found that nearly 4 in 10 adults globally now report significant daily worry and stress, both at a decade high. In the U.S., 76% of Americans have little to no financial safety net, fueling what economists are calling a “survival-mode mentality” (CivicScience, 2026).

On June 22, 2026, a different conversation begins. International Being You Day, founded by best-selling author and speaker Dr. Dain Heer, returns for its 6th annual free livestream under the theme: **“Why Being You Is How You Thrive (Not Just Survive).”**

*“What if you, truly being you, is the gift and the change this world requires?” says Dr. Heer.*

*“We’ve been taught to fit in, to fix ourselves, to perform a version of who we think we’re supposed to be. And the cost of that is everywhere right now, in the stress numbers, in the survival-mode mentality, in how disconnected people feel from their own lives. Being you isn’t a luxury. It’s the one thing nobody else can do for you, and the one thing nobody can take from you. And it might be the very thing that changes everything.”*

### **A Global Conversation, Starting Now**

Ahead of June 22, organizers have launched a worldwide survey inviting people in 176+ countries to answer a handful of questions most have never been asked, including:

- *If you had a whole day just for YOU, with no obligations, no one to impress, and zero judgment, what would you actually do?*
- *How do you know when you’re NOT being yourself?*
- *What happens in your body, and your senses, when you ARE being you?*
- *What’s something you do that other people don’t fully get, but you love anyway?*

Anonymous responses will be shared live during Dr. Heer’s opening keynote on June 22, turning the day into a collective inquiry into what “being yourself” actually looks like in 2026. The survey is open now at [www.beingyouday.com](http://www.beingyouday.com).

### **How It Began**

The Being You movement was born from Dr. Heer’s international best-selling book, *Being You, Changing the World*, first published in 2011. The book grew out of his own deeply personal turning

point, after he nearly ended his life. What he discovered became a lifeline for people in 176+ countries looking for hope and a way back to themselves. The book has since been translated into 17+ languages and sparked a worldwide movement of more than 100 trained facilitators leading classes and events. It is now celebrated annually each June 22 as a global awareness day recognized on the National Day Calendar.

## What to Expect on June 22

The free four-hour livestream runs 11:00 AM to 3:00 PM CT (6:00 PM to 10:00 PM CET) on YouTube. The day unfolds in three parts:

**Kick-Off:** Live with Dr. Dain Heer. *Why Being You Is How You Thrive (Not Just Survive)*, with insights drawn from the global survey responses.

**Exploring Being You:** Conversations and panels with leading global facilitators, including Access Consciousness founder Gary Douglas on what being you actually is, Simone Milasas on being you in relationships, and Grace Douglas on being you with kids and family. Additional panels cover the body, intimacy, life beyond culture, and creating wildly different lives.

**Finale (A Taste of Being You):** A dive into the video archives of workshops over the years. Join us as we explore highlights of the past decade of Being You.

## How to Join

International Being You Day 2026 is free to watch on YouTube. The pre-event survey is live now. Register and participate at [www.beingyouday.com](http://www.beingyouday.com).

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## About International Being You Day

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International Being You Day invites people everywhere to celebrate being...YOU. It's a day to ditch the self-judgment and have gratitude for yourself, to explore what it means to truly be you beyond the projections of society and the need for perfection, and to acknowledge the beauty of your unique capabilities while celebrating everyone's differences. Founded in 2021 through a partnership between Dr. Dain Heer and National Day Calendar, the observance was originally held on May 22 and moved to June 22 starting in 2023. It now reaches participants in 176+ countries each year. Learn more at [www.beingyouday.com](http://www.beingyouday.com).

## About Dr. Dain Heer

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Dr. Dain Heer is an international best-selling author, speaker, and the founder of International Being You Day. Co-creator of Access Consciousness, one of the world's largest personal development organizations, he has spent more than 25 years helping people in 176+ countries reconnect with who they truly are, beyond judgment, conditioning, performance, and limitation. His best-selling book *Being You, Changing the World*, first published in 2011, has been translated into 17+ languages and sparked an international movement. He has been featured on Fox News, Good Morning Washington, KTLA, Mindvalley, Maxim, GQ, Elephant Journal, and hundreds of top podcasts and documentaries worldwide. Learn more at [www.drdainheer.com](http://www.drdainheer.com) or follow [@dainheer](https://twitter.com/dainheer).

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## Sources Referenced

*Gallup, State of the World's Emotional Health 2025 (in partnership with the World Health Summit; 145,000+ interviews across 144 countries).*

*CivicScience, "Living Paycheck to Paycheck in an Era of Financial Distress and 'Survival-Mode' Mentality" (March 2026).*

*National Day Calendar, International Being You Day (June 22).*