

## **Media Release**

### **The Economics of Happiness**

#### **Sault Ste. Marie Premier Film Screening**

The public is invited to join a special film screening of ‘The Economics of Happiness’, a documentary about the worldwide movement for localization, to be held at Sault College at 7 P.M. on Wednesday February 23. The screening will be followed by a discussion panel.

Both hard hitting and inspiring, ‘The Economics of Happiness’ demonstrates that millions of people across the world are already engaged in building a better world – that small scale initiatives are happening on a large scale. The film shows that countless initiatives are united around a common cause: rebuilding more democratic, human scale, ecological and local economies – the foundation of an ‘economics of happiness’.

The film features a chorus of voices from six continents calling for systemic economic change, including David Korten, Bill McKibben, Vandana Shiva, Rob Hopkins, Richard, Heinberg, Juliet Schor, Michael Shuman, Helena Norberg Hodge, and Samdhong Rinpoche the Prime Minister of Tibet’s government in exile. For more information on the film, please see following or go to the website <http://www.theeconomicsofhappiness.org/>

For more information on this event, please email: [robert@cleannorth.org](mailto:robert@cleannorth.org)

There is a suggested donation of \$5 – no one will be turned away for lack of funds

**When:** Wednesday February 23 at 7 P.M.; door open at 6:30

**Where:** Sault College Multi-Media Centre, 443 Northern Avenue

Discussion Panelists: Mayor Debbie Amaroso; Professor Sheila Gruner; Ken Coulter  
(biographical information below)

This event is sponsored by the Go Green Committee of Sault College, and the NORDIK Research Institute and the Community Economic and Social Development (CESD) Program at Algoma University.

## **Film Summary**

Going local is a powerful strategy to repair our fractured world—our ecosystems, our societies and our selves.

Economic globalization has led to a massive expansion in the scale and power of big business and banking. It has also worsened nearly every problem we face: fundamentalism and ethnic conflict; climate chaos and species extinction; financial instability and unemployment. There are personal costs too. For the majority of people on the planet life is becoming increasingly stressful. We have less time for friends and family and we face mounting pressures at work.

‘The Economics of Happiness’ describes a world moving simultaneously in two opposing directions. On the one hand, government and big business continue to promote globalization and the consolidation of corporate power. At the same time, all around the world people are resisting those policies, demanding a re regulation of trade and finance—and, far from the old institutions of power, they’re starting to forge a very different future. Communities are coming together to build more human scale, ecological economies based on a new paradigm – an economics of localization.

We hear from a chorus of voices from six continents including Vandana Shiva, Bill McKibben, David Korten, Michael Shuman, Juliet Schor, Zac Goldsmith and Samdhong Rinpoche the Prime Minister of Tibet’s government in exile. They tell us that climate change and peak oil give us little choice: we need to localize, to bring the economy home. The good news is that as we move in this direction we will begin not only to heal the earth but also to restore our own sense of well being. ‘The Economics of Happiness’ restores our faith in humanity and challenges us to believe that it is possible to build a better world.

## **Panel Member Biographies:**

### **Mayor Debbie Amaroso**

Mayor Amaroso is currently employed as Program Manager with Ontario March of Dimes. She has worked with Young Offenders, Persons with an Intellectual Disability and Adults with a Physical Disability, chaired the Physician Recruitment and Retention Committee, was the United Way Campaign Chair in 2005, served on the ARCH Board, Victim Services Algoma and has been an active member for the Sault Ste. Marie Accessibility Advisory Committee.

### **Professor Sheila Gruner**

Professor Gruner has worked with social and environmental movements in Canada and Latin America since the early 90s and currently teaches as an Assistant Professor in the Community Economic and Social Development Program at Algoma University.

### **Ken Coulter**

Ken Coulter is executive director of the Community Quality Research Institute, a nonprofit organization that conducts quantitative research on quality of life in Sault Ste. Marie and region. He is currently on secondment to the Ministry of Northern Development Mines and Forestry where he is working on the development of meaningful performance measures for various ministry agencies and departments.