

FOR IMMEDIATE RELEASE Boulder June 12, 2009

**Authors Dave Wann and Joel Magnuson to give a talk on *Prospering in the New Economy: What we need to know to survive this century***

**Event Date:** Friday July 10, 2009 Talk begins at 6:30 pm  
Will-Call Pick-up and Same Day Ticket Sales begins at 5:30pm

**Where:** 1<sup>st</sup> United Methodist Church, 1421 Spruce Street, Boulder, CO 80302

**Description:** Two authors notable for their work on analyzing current failures in our economic systems, revealing the problems inherent in a culture driven by continuous growth, and giving practical suggestions of local alternatives, will be sharing their insights in a combined talk and book signing. This event also serves as the kick-off, keynote address for BIBA's 1<sup>st</sup> Annual LocalFest: *Creating Sustainable Community* happening the following day on the Courthouse lawn and Pearl Street. See (<http://www.boulderindependentbusiness.org/index.html>) Wann and Magnuson have approached today's crisis through different lenses, though both conclude that humanity is at a dangerous crossroad for the future viability of our planet and our own individual well-being. Wann presents choices for re-thinking our values as a culture and learning to live simply yet more deeply. Magnuson outlines how to look mindfully at money, business, wealth and investment. Together they weave a vision of a new prosperity, the reality of which falls squarely on us, in our own local communities, to bring about.

**About the authors:** Dave Wann, author of several books most recent *Simple Prosperity. Finding Real Wealth in a Sustainable Lifestyle* and the best seller *Affluenza*, that he co-authored, speaks on the topic of sustainable lifestyles—the creation of a joyfully moderate way of life that requires half the resources to deliver twice the satisfactions. “To find our way out of the maze, we need to reconnect with core values like trust, authenticity, and responsibility,” says Wann. “The solutions to our problems are not just technological but psychological and spiritual.” Wann also co-designed the co-housing neighborhood where he presently lives in Golden, CO, has taught at the college level, and worked more than a decade as a policy analyst for U.S. EPA.

Joel Magnuson, author of *Mindful Economics*, is a professor of economics in Portland, Oregon and a visiting fellow at the Ashcroft International Business School at Anglia Ruskin University in Cambridge, England. He is an active member of an international research group that is working toward new philosophical foundations for economic theory and practice. He takes a holistic view of the relationships between people, corporations, and other powerful institutions in the U.S. Magnuson also argues how many of our most difficult challenges are deeply rooted in our economic system, which determines and controls the quality of life for each of us, and how any real change of this system must start with ordinary people at the local level.

**Admission:** \$8.00 in advance; \$10.00 at door. **Only Cash or Check** (payable to CauseWay) **accepted.** Advance ticket sales can be arranged by calling Betty at RMPJC, 303-444-6981 or Ann at CauseWay, 303-546-9801. This community event is co-sponsored by CauseWay and Rocky Mountain Peace & Justice Center. We thank you for your support.

**Contact Information:** Ann Colcord, 303-546-9801 <http://www.causewayllc.com/contact.html>