



## **The Way to Happiness Overview of Statistics and Results 2009**

- ***The Way to Happiness* PSAs have been viewed by over 725 million people in the last 12 months.** They have aired on 386 stations in 52 countries as well as on big screens at sporting events, concerts and in shopping malls.
- **Over 82 million copies of *The Way to Happiness* have been sold and distributed since it was first published in 1981** and 18 million copies since the grand opening of The Way to Happiness Foundation in 2003—doubling the annual distribution.
- ***The Way to Happiness* has been translated into 95 languages.** Fifty-two of these languages have been translated since the grand opening of The Way to Happiness Foundation in 2003.
- **In the last two years, over 3.5 million copies of *The Way to Happiness* have been distributed throughout global hotspots,** from the Congo and both sides of the Arab-Israeli conflict to Colombia and Venezuela.
- **More than 430,000 *The Way to Happiness* information mailings have been sent over the last two years to individuals and organizations,** including mayors, police chiefs, sheriffs, correctional officers, principles of campuses with high levels of violence, Boy Scout leaders, youth development program directors, youth camps, 4-Hs, Big Brothers and Sisters, school volunteer program directors and tens of thousands of small and large business owners and CEOs.
- **Over 725,000 people have visited *The Way to Happiness* Internet site in the last two years** (575,000 in the last year alone).
- ***The Way to Happiness* is used in 2,119 prisons worldwide** as part of the Criminon rehabilitation program, restoring self-respect to more than 100,000 inmates in 35 nations.