

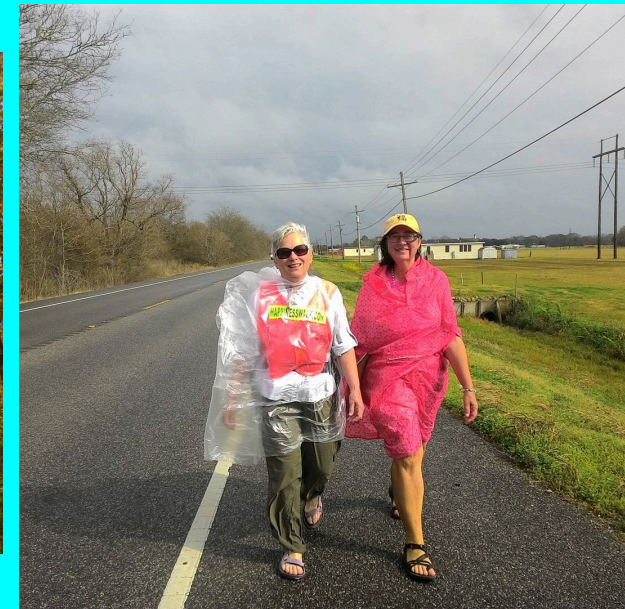
# **The Happiness Walk**

**Serious About Happiness**

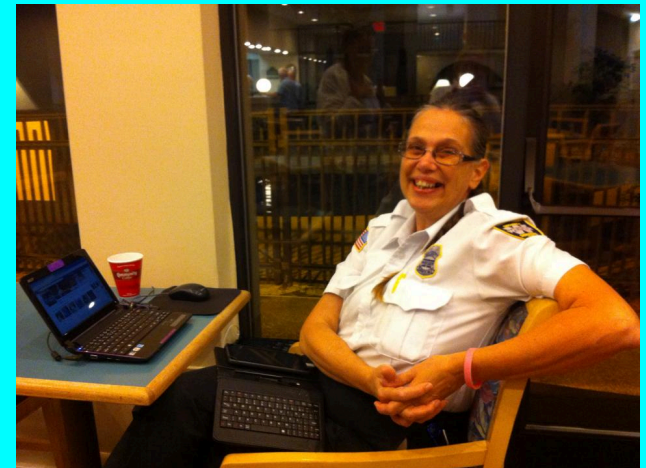
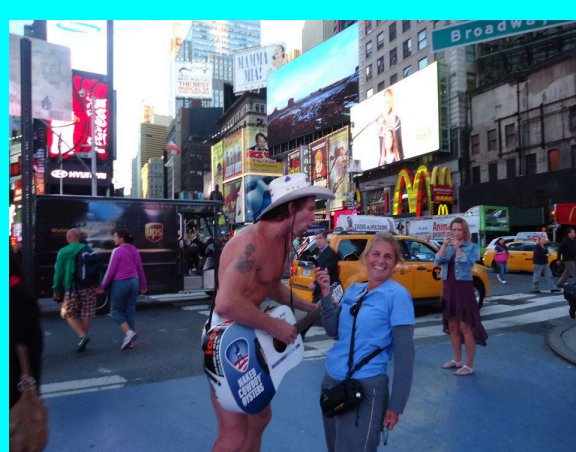
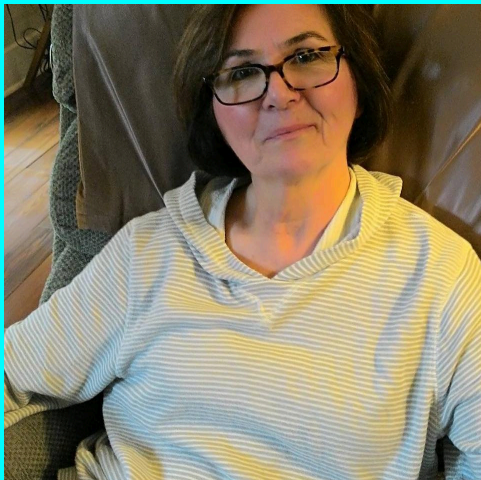
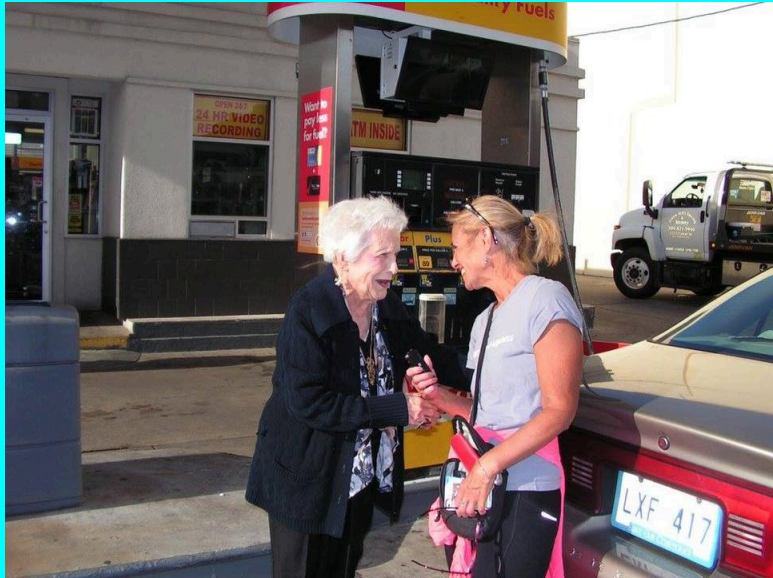
# Who, What, Why & Where



# A Project of Gross National Happiness USA (GNHUSA)



# Goal #1: Qualitative Research To Affect Public Policy



# Goal #2: Raise awareness and spur conversations through media coverage, social media, and gatherings/presentations



## Vt. women finding happiness in L.a. walk

**BY ASHLEY HINSON  
THE DAILY BERK**

Three Vermont women made it their mission to spread happiness by walking across the U.S. and reached New North Friday afternoon during their 4,000 mile journey that began two years ago.

The trio hit 2,000 miles Friday at Avery Island.

The purpose of the walk is to talk about the importance of happy news in our lives," Paula Francis said. "It's also a listening project. We were asking people about what matters most in life. (We're) wanting to focus attention on those things that truly matter and hope that we can help people do more of what matters."

She became one of the original organizers of Gross National Happiness USA then co-founded The Happiness Walk with Linda Wheatley in 2012 and committed to The Happiness Walk full-time in 2014. She, Cheryl Salsman and Marilyn Quail all lived within 10 miles of each other in Maple Cove, Vermont, but have since walked the entire East Coast together, starting with "HappiWalk" and occasionally using drivers to get on their way.

Francis said she believes in an economy based on happiness instead of "Wall Street indicators of success."

"There are so many things in life that matter more than our economy," Francis said. "Economy is central. It's an important integral to health and well-being, but so are other (happiness) indicators such as quality relationships, health, education, how to use time, psychological and physical well being and on and on. We believe we should be measuring all these other things in evaluating a while and wonderful life as well as economic indicators to determine a truly successful life and healthy community."

Since beginning their travels in Montreal, Canada, the two arrived to their host family in Lafayette earlier last week.

"Lafayette is the happiest city in the U.S., by the way," Francis said. "It's been surveyed that it's really a state that has a lot of happiness. That doesn't mean there aren't some things that could be improved."

Salsman said this was her first time in Louisiana.

"Often times, we're not finding enough hosts or drivers," she said. "We've had more offers of hospitality than we can take advantage of. It's being just super busy. I'm riding in the backseat right now with a wonderful woman we met at the Coffee Depot in Scott. People have been just great to us. We've eaten every kind of food, gone to a parade, went to Nuni's in Arnaudville."



**FROM PAGE A1 • STATE**

### Woman walks across states to promote happiness

**By Lynn Novak  
happiness@americanpress.com**

At 46 years old, Paula Francis lives a relatively normal life. She has a steady job working as a consultant for two profit companies in her hometown of Vermont, where she had considerably more than 400 friends on Facebook.

Then, with a lot of time on her hands, she began to organize with "HappiWalk" and occasionally using drivers to get on their way.

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**Paula Francis walks down U.S. 91 East in Lake Charles Monday on her trek across the country as part of the Happiness Walk USA campaign. She replaces her shoes every 500 miles, she said.**

**Francis encouraged those who were looking for a job to look for a job in Louisiana. She said she had a lot of people offer to host her, but she had to turn them down because she had to be in Louisiana to spread the message of "Gross National Happiness."**

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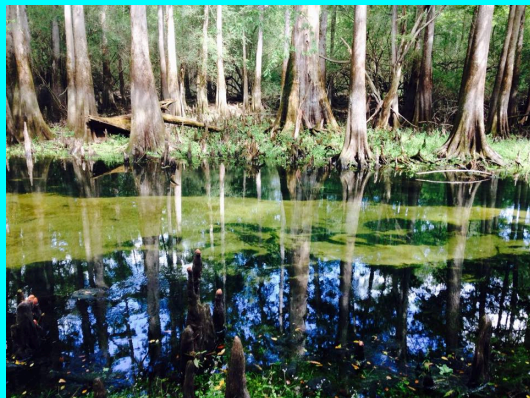
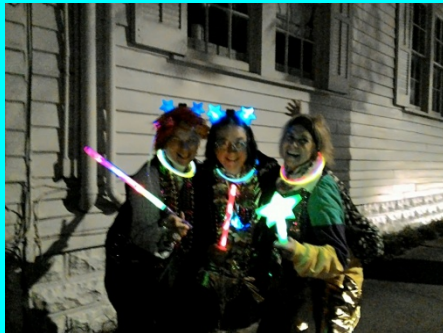
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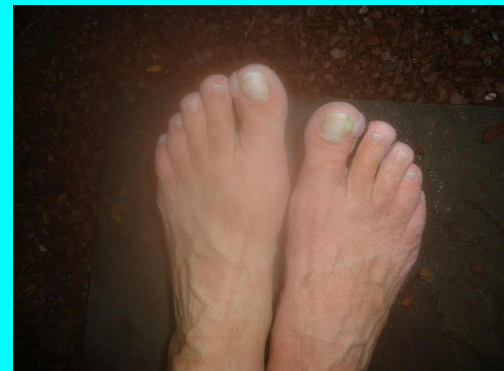
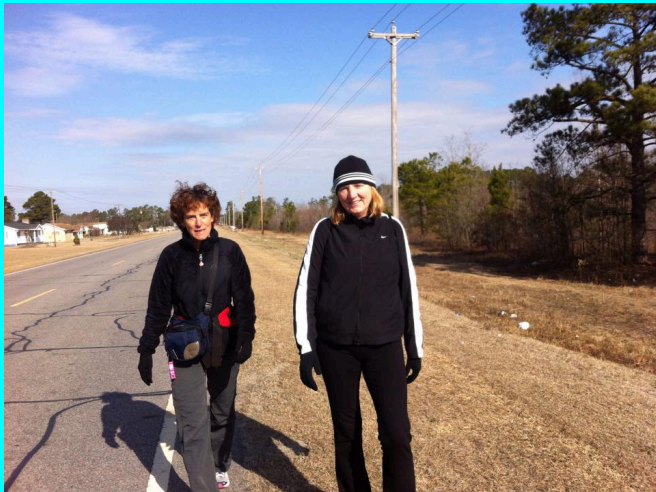
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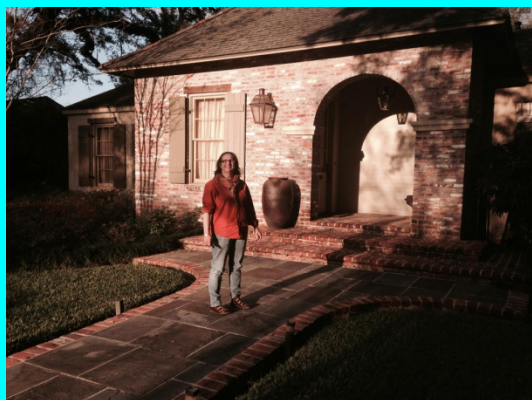
# Life on the Road



# There is some suffering and sacrifice ...



... but we are always taken care of.





# Deep, heartfelt listening (you never know what you'll hear)



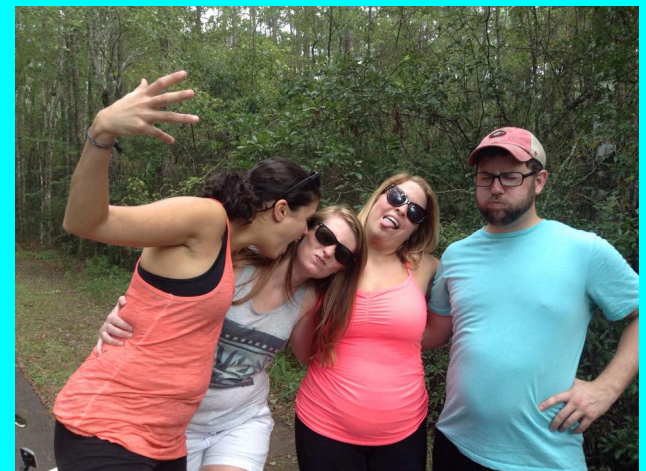
# And then there was Lisa!



And Lisa's friend across the bayou – Steven,  
proving positive psych theories correct



# Observations: People are surprising



# Happiness matters *a lot* to many people



**It's not about money or things**



**It IS all about LOVE.**



**Next stop: New Mexico!**  
*Who wants to join us??*

