



# PRESS RELEASE

## For Immediate Release

Contact: Chip Lutz, MEd, CLL at FunSquad, 262-960-2034 or [czar@funsquadinc.com](mailto:czar@funsquadinc.com).

Sunday, May 4, 2008 is World Laughter Day. Laughter Clubs around the world will be 'spreading the word' in hopes of sharing laughter, joy, and Good-Hearted Living through a variety of local celebrations. The citizens of Northern Illinois and Southeastern Wisconsin can celebrate World Laughter Day at the Jelly Belly Center (located on the corner of Lakeview Parkway/CR 165 and Green Bay Road off I-94 in Pleasant Prairie, Wisconsin) from 1pm to 4pm. There will be fun for all ages - games, laughter exercises, and laughter contests.

Coordinator for the event, Chip Lutz, said that last year he approached Jelly Belly Candy Company in partnering for the event because "when people think of Jelly Belly Candy Company, they think of fun...and that's what we wanted! We wanted to create an opportunity for families to spend time together laughing and having fun - not to mention the opportunity to try some scrumptious confections!"

Psychologist, Steve Wilson, founder of the World Laughter Tour, Inc., with headquarters in Columbus, Ohio, explains, "When people are engaged in good natured true-mirthful laughter, they are not interested in violence. The purpose of World Laughter Day is to give the world a day of respite from tensions, to laugh, and promote peace." World Laughter Day was started in 1998 in Mumbai, India. The first North American celebration was in New York City in 2001. Last year, cities in the United States, Canada, and Mexico conducted peace-through laughter events, including one on the grounds of the Capitol in Washington, DC.

It is expected that more cities will celebrate the event this year all around the world.

There are over 2,000 Certified Laughter Leaders in North America, and an estimated 1,500 laughter clubs worldwide. For more information about our local event, contact Chip Lutz, MEd, CLL at 262-960-2034. For a listing of global events and greetings from around the world, go to [www.worldlaughtertour.com](http://www.worldlaughtertour.com), or call 1-800-NOW-LAFF(669-5233).

---

---