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FOR IMMEDIATE RELEASE:

HAPPINESS IN CRISIS:
PROFESSOR JEFFREY D. SACHS' LECTURE WITHIN INTERNATIONAL FESTIVAL IN
BUDVA DISCUSSES DECLINING AMERICAN HAPPINESS

On Monday, May 1st at 7 pm at Hotel Slovenska Plaža in Budva, Montenegro, a world-known American economist and director of The Earth Institute at Columbia University, Jeffrey D. Sachs will give a lecture on the recent decrease in American happiness. The lecture is organized as a part of international Well Over Fifty Festival taking place in Budva every year, where middle-aged people from all over the world teach each other how to have a brighter happy life regardless of the age. Mr. Sachs will analyze the results of the UN-sponsored annual World Happiness Report of 2017 which revealed a significant decline in the U.S citizens' life satisfaction with the country falling down in the ranks to only the 14th place.

Mr. Sachs will explain why, in his view, the dramatic decrease in the levels of social capital results from the lack of public trust, rise of economic inequality and skepticism about the government. "The United States can and should raise happiness by addressing America's multi-faceted social crisis— rising inequality, corruption, isolation, and distrust—rather than focusing exclusively or even mainly on economic growth, especially since the concrete proposals along these lines would exacerbate rather than ameliorate the deepening social crisis", - wrote Mr. Sachs, elaborating on the phenomenon first observed by Richard Easterlin in 1964. According to Mr. Sachs, the United States is the clearest example of the Easterlin paradox which shows that rapid economic development and higher levels of wealth tend to compromise people's ability for social cooperation.

The lecture will be followed by a discussion between Mr. Sachs and the participants on how to tackle the issue. Mr. Sachs will talk about governmental policies as a way to react while the audience will bring its own life experiences. The lecture is open to the public. Tickets for the festival or exclusively for the lecture can be purchased on www.welloverfifty.com. For more information on the event in Budva, contact Tamara Volozhanina at +393384996294 or at tamara@happinessdestinations.com