



**better**  
**because™**

*ways to make life just a little bit better*

FOR MORE INFORMATION:

Kat Spellman or Margo Spellman  
The Spellman Company  
**206.860.2838**

KatSpellman@BetterBecause.com  
MargoSpellman@BetterBecause.com  
[www.BetterBecause.com](http://www.BetterBecause.com)

FOR IMMEDIATE RELEASE

## Forget 100% Happiness. Be A Little Bit Better.

*Better Because Global Movement Launches with Smiles & Inspirational Stories*

**Inspired by the Dalai Lama, two former bankers ditch Fortune 100 careers to co-author an inspirational book and launch a global movement to make the world a little bit better.**

SEATTLE—Something contagious is in the air and it's good for your health. The Better Because movement is taking off, led by former bankers Ginny Hutchinson and Cathy Haffner.

A year ago the two pals, moms, and self proclaimed "rat racers," Ginny (age 49, Seattle) and Cathy (age 47, San Antonio) jumped ship from their Fortune 100 careers to launch [www.BetterBecause.com](http://www.BetterBecause.com) where in just a few weeks over 4,500 folks have friended them on Facebook and sent in their smiles and stories from around the globe of what their life is "better because of" today. The duo's book, *Better Because of You*, supports global education for children in need through charitable partner Room to Read.

In NYC, cosmetic genius Trish McEvoy read their book and ordered hundreds more to give to her nearest and dearest. In Seattle, Union Bank Mortgage Consultant Aaron Tyler purchased dozens of books for his co-workers and couldn't believe the response—just the cover put a smile on their faces. Rebecca Rather, owner of Rather Sweet bakery in Fredericksburg, TX and author of *The Pastry Queen* cookbooks bought copies for friends, employees, and to sell in her bakery.

Cathy, who went from being a baby living in a bamboo hut in the Philippines, to rocking a Fortune 100 career, was driven to ditch it after seeing the terrifying impact of teen depression in her own daughter's life. Ginny, a CMO and mountain climber was moved to tears by the Dalai Lama's speech of putting your compassion into action.

The duo's message? In these tough times happiness may be tough to achieve, but all of us can do a little bit better.

"Bombarded by depressing news on a daily basis about the economy, crime, health issues, and more, we're taking positive action," states Haffner. "We're inspired by so many people who do small things each day to enjoy life. Now, we're on a mission to propel a positive movement based on simple ways, like sharing a smile, calling a friend, to make life a little bit better."

Available on Amazon and at bookstores such as Barnes & Noble, *Better Because of You* offers true life stories that provide the reader with "bite-sized" tips to make a big difference in their life. Hutchinson explains, "We're here to ignite an inspiring and fun groundswell that illustrates how just one individual can be an irresistible force for positive change."

In addition to their book the company also is launching a line of Better Because merchandise, developing a film, and is in the planning stages of creating a television series examining commonalities between happy people the world around. Three percent (3%) of the company's earnings will fund educational grants, the first donation was made to the Massachusetts Institute of Technology (MIT) focusing on ethics and leadership.

###