



23rd February 1995

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Dear Chris

ARISE (Associates for Research Into the Science of Enjoyment)

I have pleasure in enclosing a full set of media coverage which resulted from the launch of ARISE's international lifestyle research across 16 countries last year. With more than 560 press articles, nearly 200 radio broadcasts and 70 TV items, I hope you will agree that the results are extremely positive. ARISE and its scientific messages have reached a much wider audience in many more countries than ever before.

I am also taking this opportunity to enclose our latest ARISE newsletter and a copy of the programme for our forthcoming April Workshop in Amsterdam: 'Living Is More Than Surviving - the contribution of pleasure to everyday life'. We have a very strong line-up of like-minded academic speakers (both familiar and new faces) from ten countries, and the event promises to be both stimulating and thought-provoking.

May 1st marks a 'new' year for ARISE, and in conjunction with members of the Working Group, we are currently putting the final touches to our new 12-month activity plan. Our overall aim is to consolidate and develop further the increased awareness and interest in ARISE.

We are extremely grateful for all your support over the past year - your contribution has played a significant part in helping to raise the level of debate and putting ARISE firmly on the map. We hope that you will feel able to continue supporting ARISE through the forthcoming programme.

Kindest regards,

Professor David M. Warburton