

MEDIA ADVISORY

Antigonish, Friday, June 17, 2005

Some of the World's Top Economists Are Singing Raffi's Song

**Catchy new tune premieres at conference on Gross National Happiness
June 21, 2005 in Antigonish, NS**

They can add, subtract, divide, even multiply. But can they hold a tune? That'll be the question on everyone's mind when a number of the world's leading economists join singer and global troubadour Raffi, on-stage to 'send up' the Gross Domestic Product (GDP) and promote an index of wellbeing.

Among the bright lights joining Raffi in the chorus of the song "Count with Me" will be Hans Messinger, Statistics Canada Director in charge of producing the GDP statistics; Dr. Marilyn Waring, pioneering New Zealand economist and former MP; Dr. John Helliwell, renowned economist and specialist in measuring wellbeing; Professor Mike Salvaris, Victoria University, Australia, who worked with the Australian Bureau of Statistics to produce "Measuring Australia's Wellbeing; and conference organizer and Executive Director of GPI Atlantic, Dr Ronald Colman.

Raffi Cavoukian (his full name) is on a speaking tour presenting an original philosophy called Child Honoring—a children first remedy for restoring communities and ecosystems that has gained the support of the Dalai Lama, Maurice Strong, Charles Pascal and others, including academics, physicians, scientists and economists.

Raffi wrote the song "Count With Me," in support of the Canadian Index of Wellbeing (CIW) that will be featured at this year's conference, at which he is an invited keynote presenter.

The 4-day conference will examine successful initiatives world-wide that seek to integrate sustainable and equitable economic development with environmental and cultural preservation and good governance.

DETAILS:

Event:	Rethinking Development: Local Pathways to Global Wellbeing
Date:	Tuesday, June 21, 2005
Time:	7:30 – 8:30 pm
Location:	St. Francis Xavier University, Antigonish NS MacKay Room, Bloomfield Centre

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