

**BEHAVIORALHEALTHCARE****Public and private partners join PBS's 'This Emotional Life'**

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**Press Release**

Seattle, WA — As millions of Americans struggle to find more meaning in their lives, Vulcan Productions and NOVA/WGBH have brought together a number of national, public, and private organizations around a nationwide, multi-faceted project sparked by the upcoming PBS series, *This Emotional Life*. The two-year campaign aims to bring help and hope to millions trying to improve their lives.

*This Emotional Life* is hosted by Harvard psychologist and best-selling author of *Stumbling on Happiness*, Professor Daniel Gilbert, and is a co-production of Vulcan Productions and the NOVA/WGBH Science Unit. The series unfolds across three, two-hour episodes, exploring the nature of the social relationships that are the key to our human happiness (Family, Friends, & Lovers); the obstacles to happiness, negative emotions, which we can't live with and can't live without (Facing Our Fears); and the sometimes misguided pursuit of happiness itself (Rethinking Happiness). The programs are produced by Kunhardt McGee Productions. Each episode weaves together the compelling personal stories of ordinary people and the latest in brain science research, along with revealing comments from celebrities such as Chevy Chase, Larry David, Elizabeth Gilbert, Alanis Morissette, Katie Couric, and Richard Gere.

Leading medical, health sciences, and service organizations from around the country recognize the importance and potential impact of this project and are assisting in developing content, distributing materials and resources, and are taking part in events around the country. Partners and contributors include the Substance Abuse and Mental Health Services Administration (SAMHSA); Blue Star Families; the Depression and Bipolar Support Alliance; Mental Health America; Mayo Clinic; the National Alliance on Mental Illness; and University of Phoenix.

"The TV series is the cornerstone of a broader project to help people form better, deeper, and more profound human connections," said Senior Executive Producer Richard Hutton of Vulcan Productions. "*This Emotional Life* uses the powerful medium of television to ignite a national conversation about our emotions and our many partners will ensure that the dialogue continues."

"The series is filled with real people coping with real problems typical of us all," said Paula Apsell, Senior Executive Producer, NOVA/WGBH Science Unit and co-producer. "We hope these stories—which feature new psychological techniques and the latest research on the emotions—will help others improve their own lives."

*This Emotional Life* is complemented by a content-rich Web site, [www.pbs.org/thisemotionallife](http://www.pbs.org/thisemotionallife). It provides vetted resources and opportunities to build social support networks around topics highlighted in the series, such as the importance of early attachment, how to heal strained or damaged relationships, posttraumatic stress disorder (PTSD), stress, depression, grief, resilience, and our pursuit of happiness.