

From: Roberta Gold, R.T.C.
Media Relations for the Association for Applied and Therapeutic Humor
laf4u@sbcglobal.net
www.laf4u.com
818-726-6801



Association for Applied and Therapeutic Humor

For Immediate Release

Press Contact:
Roberta Gold, Laughter for the Health of it
818-726-6801 laf4u@sbcglobal.net

International Humor Organization Heads to Disneyland for its 23rd Annual Conference.

The Association for Applied and Therapeutic Humor will Laugh and Learn about the Power of Humor at Disney's Paradise Pier Hotel, Anaheim , California Thursday, April 22 - Sunday, April 25, 2010

Los Angeles. January 20, 2010. Humor is a serious business, often medically necessary, and a time-honored teaching tool. Humor reduces stress, makes learning easier, and often contributes to the process of healing.

The **Association for Applied and Therapeutic Humor (AATH)** is an international community of professionals who incorporate humor into their daily lives. AATH is the leader in providing evidence-based information about current research and practical applications of humor. AATH is both a personable *network* and a *resource* for humor and laughter authorities and enthusiasts. Our membership is occupationally diverse, representing the medical, education and public speaking communities.

Over four hundred people are expected to meet in Anaheim, CA for **AATH's** annual conference, April 22 – 25 2010 , at the Disney Paradise Pier Hotel to pay tribute to Norman Cousins, with the theme **"Biology of Hope/Healing Power of the Human Spirit"** The AATH Conference will assemble a wide variety of professionals who incorporate humor and laughter into their lives and work, people committed to humor and

laughter, scholars and researchers who study humor and laughter, and all who feel they would benefit from this organization. Humor and laughter are used to enhance work performance, support learning, improve health and as a coping tool.

The 2010 conference will provide ways to learn how humor and laughter can improve your health, your productivity, and your ability to learn—and as an added bonus, have tons of fun!

Hear from THE experts in humor, laughter, positive psychology, and psychoneuroimmunology:

- **Dr. Lee Berk** - Associate Professor of Health Promotion and Education, School of Public Health and Associate Research Professor of Pathology and Human Anatomy, School of Medicine, Loma Linda University.
- **Judy Carter** - Humorist, author and motivational speaker.
- **Dr. Paul McGhee** - Pioneer in humor research and has laid the groundwork for the current interest in the health benefits of humor. He has published over 50 scientific articles and 13 books on humor.
- **Dr. Bill Fry** - Psychiatrist and Professor Emeritus of Stanford University School of Medicine. He is also a recognized humor researcher and perhaps the most influential person to effect the growth and development of therapeutic humor over the last 50 years.
- **Kathy Buckley** - Comedienne, award-winning actress, accomplished author, and renowned inspirational speaker.
- **Steven M. Sultanoff, Ph.D.** - Psychologist, professor, professional speaker, past AATH president, and mirthologist.
- **Ed Dunkelblau, Ph.D.** - Psychologist, sex therapist and humorist for over 30 years
- **Steve Rizzo** - Bestselling author of "*Becoming A Humor Being*," a Writer's Digest Award winning book and a professional comedian.

Network with leading researchers, scholars, speakers, authors, and professionals who use the power of humor to transform their careers and their lives. This year promises to be a year like no other—in addition to the usual incredible speakers and entertainers, and in addition to the wealth of contact hours available, **for the first time ever**—you can now earn graduate credit through the **AATH Humor Academy!** Join people come from around the world (last year there were 15 countries represented!) to acquire the wealth of knowledge available and experience the amazing community of kindred spirits who understand that healthy humor really is the best medicine.

AATH will be honoring Steve Wilson, Founder World Laughter Tour, speaker, as this year's recipient of the Life Time Achievement Award.

AATH is still accepting sponsorships for the conference, with many great benefits!

The public may attend the Conference. Conference registrations and Lodging reservations can be made by contacting Jerry Packer at the AATH office, listed below.

Background of AATH

The Association for Applied and Therapeutic Humor was founded in 1987) by Alison R. Crane, RN. AATH is a non-profit professional organization that advances the understanding and application of humor and laughter for their positive benefits. AATH provides and disseminates information about applied and therapeutic humor through conferences, publications, a website, and networking to a community from a wide variety of clinical, corporate, and classroom settings. Members include scholars, psychologists, counselors, allied healthcare practitioners, nurses, social workers, physicians, business executives, human resource managers, educators, clergy, hospital clowns, speakers, trainers, and others who incorporate humor in their work. Further information can be found at www.aath.org.

What is therapeutic humor?

Therapeutic Humor is any intervention that promotes health and wellness by stimulating a playful discovery, expression or appreciation of the absurdity or incongruity of life's situations.

This intervention may enhance health or be used as a complementary treatment of illness to facilitate healing or coping, whether physical, emotional, cognitive, social or spiritual.

Who can belong to AATH?

AATH welcomes anyone who is interested in learning more about the application and benefits of therapeutic humor.

Why was AATH created?

- *to educate health care, business, and education professionals about the values and therapeutic uses of humor and laughter.*
- *to develop, promote, conduct, and identify the need for research that further investigates the roles humor and laughter play in well-being.*
- *to encourage, support, and report on innovative programs that incorporate the therapeutic use of humor.*
- *to disseminate information about humor and laughter to its members through regular publications and educational opportunities.*
- *to function as an interdisciplinary network for its members.*
- *to be a clearinghouse for information on humor and laughter as they relate to well-being.*

AATH Contact:

Jerry Packer or Ian Feigelman, AATH, 65 Enterprise Aliso Viejo, CA 92656.
Phone: 88-747-AATH (2284) Toll Free 949-715-4681 International 949-715-6931 Fax
E-mail: staff@aath.org www.aath.org.

Press Contact:

Roberta Gold, Laughter for the Health of it, 818-726-6801 laf4u@sbcglobal.net