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Available for Interview

Famous Comedienne's Cousin says happiness is half genetic

Pacific Palisades, CA – Rima Rudner, first cousin of top standup Rita Rudner, says the reason some people are happier and more fulfilled than others is at least 50 percent in their genes. “This does not necessarily mean that a woman who wears size 4 jeans is happier than one who wears size 16 jeans,” says Rudner, author and happiness coach. “It means that happiness can be as hard to achieve for a genetically unhappy person as sobriety is for an addict.”

But don't despair. Rudner says anyone can choose to be happy no matter how genetically disadvantaged. In her new book, *Choose to Be Happy*, Rudner points the way to a life of happiness and gives you the tools you need to put a smile on your face. She shows how to reprogram your inner thoughts, pump up your self-image, get rid of toxic people, and use her ingenious “24 Hours Rule” and “15 Percent Principle.”

Once a successful interior designer to celebrities, author Rima Rudner saw firsthand that fame and fortune does not bring happiness. Rudner says she figured out the secret of happiness after overcoming her own life traumas of bladder cancer, a ski accident, spinal meningitis, a drug-addicted daughter, and much more. “There is no secret,” says Rudner. “Happiness is a *choice*.”

No-nonsense, insightful and funny, Rudner teaches how to reverse the self-defeating habits and behaviors that are sabotaging our happiness, including how to:

- Stay happy in a chaotic, unstable world
- Overcome guilt, fears, and worries and learn to forgive
- Stop comparing your life to others and seeing yourself as a victim
- Move beyond depression and jump-start your motivation
- Recognize the toxic types who sabotage your life, like the “Prophet of Gloom,” “the Flake,” or the “Giant Octopus”

Call or email anytime to set up an interview or for a review copy of Rudner's new book. For more info visit www.choosetobehappy.net.

About the Author. Happiness coach Rima Rudner has learned to triumph over many adversities and, as a result, has created her successful happiness program. She is the author of *The Complete Guide to Decorating Your Home*. She has also written comedy routines, screenplays, sitcoms, children's and young adult books, and self-help books. She was recently the featured speaker at the 2008 Sundance Women's Retreat and conducted Happiness Day. Rudner lives in Pacific Palisades, California, with her husband, Harvey, and her demanding Airedale, Charley.

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