

ROADMAP TO HAPPINESS WITH GRETCHEN RUBIN Premieres June 2019 on PBS

– Best-Selling Author, Podcast Host and Happiness Guru Provides Insights and Strategies to Help Create Happier Lives –



Credit: Cable Risdon for WETA

Why do people seek happiness? We're happier when we're happy, of course, and research also reveals that happier people are healthier, live longer, are more active in their communities, and are more successful. Everyone wants to be happy, but where do we start? **ROADMAP TO HAPPINESS WITH GRETCHEN RUBIN** is part of special programming premiering on PBS stations in June 2019 ([check local listings](#)).

New York Times best-selling author, podcast host and happiness guru Gretchen Rubin explains how small steps, taken consistently, can add up to greater contentment. This doesn't just happen, however – you must recognize what type of person you are. By using Rubin's "Four Tendencies" framework – to learn whether you're an Upholder; a Questioner; Obliger; or Rebel – you can take the first steps

to make your life better. A digital interactive feature on Rubin's "Four Tendencies" framework, available at pbs.org/gretchenrubin, will help viewers determine their personality profile, the first step to implementing a better life. Rubin, joined by her sister and *Happier with Gretchen Rubin* podcast co-host Elizabeth Craft, explain that knowing your personality type allows you to incorporate the happiness-boosting habits that will make your life happier, healthier, and more productive.

"We are delighted to present Gretchen Rubin and her work to television audiences for the first time," said Dalton Delan, WETA Executive Vice President and Chief Programming Officer. "Her methods have become extremely influential, reaching millions of followers through a variety of digital and social platforms."

Gretchen Rubin is the author of several *New York Times* bestsellers, including *The Happiness Project*, *The Four Tendencies* and *Better Than Before*. Rubin's books have sold more than 3.5 million copies worldwide, in more than 35 languages. She is a member of Oprah's SuperSoul 100 and co-host of the award-winning podcast, *Happier with Gretchen Rubin*, along with her sister Elizabeth Craft, a Hollywood TV writer.

PBS special programming invites viewers to experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front-row seats to world-class drama and performances. Viewer contributions are an important source of funding, making PBS programs possible. PBS and public television stations offer all Americans from every walk of life the opportunity to explore new ideas and new worlds through television and online content.

Underwriters: Public Television Viewers and PBS

Producer: WETA

– PBS –

CONTACTS:

FOR PBS: Cara White, CaraMar, Inc., 843-881-1480; cara.white@mac.com

FOR WETA: Olivia Wong, WETA, 703-998-2086; owong@weta.org

For images and additional up-to-date information on this and other PBS programs, visit PBS PressRoom at pbs.org/pressroom.