

# BENJAMINFRY NEWS RELEASE

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Embargo 31<sup>st</sup> December 2007



## NEW NETWORK OF TRAINERS PLEDGE TO MAKE PEOPLE HAPPY IN 2008

*Fry's network will deliver increased happiness in an hour a month*

A happiness hit squad will start business on 1<sup>st</sup> January 2008. Under the direction of Benjamin Fry, self-help guru and TV presenter, they are promising clients that with an hour a month of their time they will make them happier by the end of the year.

Fry will be extending the approach which he developed in the BBC's long-running series "Spendaholics" which unearthed the real issues behind out-of-control spenders. His direct approach will be offered to people across Britain through a team of "personal trainers" who have been working with Fry.

His methodology concentrates on bringing the tools and tips of the traditional mental health industry out of the closet and into the high-street. He makes available to ordinary people living successful lives the considerable advantages of understanding their minds, relationships, choices and feelings in a much clearer, simple and more organised way than most people even believe is possible. This has amazingly powerful results, as frequently witnessed by television audiences on Spendaholics.

Fry said on the launch of his network of trainers, "My Happy Hour personal trainers aim to make their clients happier in exactly the same way that a gym's personal trainers seek to make their client fitter and healthier. To me there is no difference between working out your feelings and working out your heart. I am looking forward to seeing the tactics which we have developed in Spendaholics extended to as many people as possible. We offer affordable, simple solutions which make a real difference."

His team offer the benefits of seeing a "therapist" without the taboo, commitment, navel-gazing, and most importantly cost, of being in "therapy". Clients can see a trainer for as little as £20 per month.

Costs are kept down even further because Fry's methods specifically prohibit clients getting addicted to or relying on consultations: his team will refuse to see anyone more often than once a month.

Having honed his approach in a successful London private practice Fry now wants his team of trainers to offer support, encouragement and advice to people across the UK. The mission of the "Happy Hour" network is to make his work available across a range of fees and locations throughout the UK.

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See all the facts and figures at [www.happyhour.org.uk/press.html](http://www.happyhour.org.uk/press.html)

- Techniques Readers Can Apply at Home
- 5 Tips to be Happy in 2008
- Case Studies
- Stats
- Bio
- Photos
- Contact Details
- And much more available by phone

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Press enquiries: Benjamin Fry 07767 821551 / Claire White 07989 854753

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Photo: Benjamin Fry – Download Hi-Res Photo at  
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