

University of Massachusetts Amherst Alumni Association
Press Release

For Immediate Release

Life is Good!
How Optimism Created Success

September 28, 2010: Amherst, MA — Co-founder and Chief Creative Optimist of *Life is good®*, UMass Amherst alumnus John Jacobs '90 will share the story of his company and how it spreads optimism on Wednesday, October 6th, from 4:00 – 5:00 p.m. in the Student Union Ballroom at the University of Massachusetts Amherst. All are welcome to attend this discussion, titled, "Optimism Can Take You Anywhere." The presentation is a part of the Eleanor Bateman Alumni Scholar in Residence Program, sponsored by the UMass Amherst Alumni Association.

A \$100 million business based in Boston, MA, *Life is good®* spreads optimism with its colorful collection of apparel and accessories, and features Jake, the brand's iconic cultural hero with his toothy grin. The company's products are sold by over 4,000 retailers nationwide and in 30 countries.

John graduated from UMass Amherst in 1990 with dual degrees in English and art. He immediately began selling tee shirts after college, and worked as a substitute teacher to supplement his income during the company's infancy. John believes that simplicity, humility and a sense of humor are the three keys to *Life is good®*'s continued success. Attend this FREE event and learn how optimism can take *you* anywhere!

The Eleanor Bateman Alumni Scholar in Residence Program is offered on campus by the UMass Amherst Alumni Association, to promote synergy and communication between students, distinguished alumni, and other members of the campus community. The goal of the program is to provide students with role models that exemplify achievement of the university's mission through professional accomplishments and/or public service, and is one way in which the Alumni Association uses its resources to enhance the value of the student experience and maintain a lifelong relationship with alumni.

If you are interested in attending this event, please visit **UMassAlumni.com** to register, or call 800-456-UMASS. Walk-ins are welcome.

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The University of Massachusetts Amherst Alumni Association represents more than 220,000 alumni around the globe, and provides programs and services that enhance the student experience and add value to a UMass Amherst degree. For more information, go to UMassAlumni.com.

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