

Choose to Laugh, Inc. Mission Statement

Choose To Laugh is about changing perceptions: this is energetic, this is colorful, this is positive, this is alive and, yes, this is cancer. The vibrance of our website, the tone of our language, the spirit of our events, the stories of our survivors... each designed to change preexisting notions of cancer, rooted both in our communities and in ourselves.

We have experienced cancer's devastating effects upon our families and upon our communities. We have lived with cancer. We have loved those that have died by cancer. We have been stunned upon receiving that life-altering diagnosis and have known the anxiety, fear and stigma it leaves in its wake.

All the while we chose to laugh. We chose to be positive. We refused to permit our circumstances, our diagnoses, and the loss of our loved ones to define the end. We chose instead to let them shape the beginning. We are here now to transform attitudes, and to lift the stigma, lessen the fear, increase the hope, and spread the laughter.

About Us

Choose To Laugh, a California registered 501(c)(3) organization, aims to attract and provide resources for cancer research, education and survivorship while positively altering perceptions of the illness within the young adult community through humor-toned education, messaging, resources and events.

Quick Facts

- "Comedians for Cancer" launch event held June 6th, 2004, at Highlands Club in Hollywood, CA to audience of 300+ in recognition of National Cancer Survivors Day. Event raised \$15K+ for Choose to Laugh and associated organizations.
- Choose to Laugh, Inc. received final IRS 501(c)(3) determination letter, July 29th, 2004.
- Current board of directors consists of three LA-based young professionals: Shane Rahmani, 26, Alexis Speed 26, Ben Blumenfeld, 26.
- Volunteer network spans 75+ young professionals in LA and surrounding areas.
- Current projects include developing "Choose to Laugh Comedy Library and Screening Room" in Wellness Community Center, Santa Monica, CA.
- Striving to send at least 3+ children to Special Days Camps for ~\$800/week in Ann Arbor, MI.

Contact Information

Ben Blumenfeld, Director
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The Wellness Center

Mission

The mission of the Wellness Community is to help people with cancer and their loved ones enhance their health and well-being by providing a professional program of emotional support, education, and hope.

Programs

Some specific programs include:

- Weekly support groups facilitated by licensed psychotherapists
- Family support group meetings
- Stress Management sessions
- Cancer Education Workshops
- Common Issue networking groups

Contact info

The Wellness Community-West Los Angeles
2716 Ocean Park Blvd., Suite #1040
Santa Monica, CA 90405
(310) 314-2555

Administrative Office Hours

Monday thru Friday
9:00 am - 5:00 pm

Website

www.twc-wla.org/

The Wellness Community and Choose to Laugh

Initial Thoughts

After an extremely successful launching event, Choose to Laugh wished to donate a Laughter Library to The Wellness Community. This library would consist of comedy DVDs and books and a television set. The library would be organized in one of the rooms of a newly acquired 1,100 square foot space. Although the room would double as a meeting room, the library would offer visitors of The Wellness Center an escape, a place to experience “laughter as medicine”.

A Plan Builds

One of Choose to Laugh’s main ideologies is that attitude affects one’s ability to overcome adversity. Knowing that environment has a great affect on one’s attitude, Choose to Laugh realized there was an opportunity to have a greater impact on The Wellness Community –

What if instead of simply providing movies and seating, we transformed the space as well?

What if we used this as an opportunity to see if a well designed environment can also positively affect one’s attitude, and in turn, one’s ability to heal?

What if we made an example here for other wellness communities and other cancer centers?

The Community Steps In

We now think there is a real opportunity for interior design firms, architecture firms, and furniture manufacturers to collaborate and make a real positive and immediate difference. There is a great story to be told here, and Choose to Laugh and The Wellness Community need the final missing pieces to make this fairy tale a reality.

We Need You

We are looking for an individual or firm to design the Laughter Library room and lead the furniture acquisition effort. Also, we are looking for editors/writers to cover this story. If you have any way of helping in this effort, do not hesitate to contact Ben Blumenfeld at ben@choosetolaugh.org

Project Details

The Room

The Laughter Library room is approximately 12' x 20'. There is no natural light in this room.

Project Timeline

The room will be emptied completely and available for transformation starting January 3, 2005, although preparations can take place before this date. The Wellness Community is looking for a project completion date of no later than January 31, 2005.

Room Views

