

**For Immediate Release:**

**Dane Raises Funds through IndieGogo to Promote New Academy that Explores Lifestyle of Danes Making Them the Happiest People in the World**

*Copenhagen, Denmark – December 6, 2013* – It is often said that areas of Scandinavia are some of the best places in the world to live. In 2006, a survey conducted by the University of Leicester found that Denmark was the number one country in the world to live in. In 2010, a separate study conducted by the Gallup World Poll found that Danes, or people from Denmark, are the happiest people in the world. A number of popular news shows including CNN, Oprah Winfrey and 60 Minutes, have all traveled to Denmark to uncover the reason for this rare bliss. Now Danish author, Alan Amstrup is in the process of starting an online academy with the help of crowd-funding that will educate people all across the world about the techniques Danes have used to live their lives for many years.

As author of *The Scandinavian Secret – The Road to Happiness*, Amstrup has researched this rare phenomenon of cultural joy. In his book, Amstrup discusses advice, tips, and guidance for those who are not accustomed to the Danish culture. Now, Amstrup needs help through crowd-funding to start an online academy that will teach others all around the world how to live life with the kind of happiness the Danes do.

With the crowd-funding project conducted through IndieGogo, Amstrup will use the funds for a variety of purposes. One major project the funds would be used for is converting his book *The Scandinavian Secret – The Road to Happiness* from Danish to English. This way more people from a variety of countries around the world could learn the secret to happiness from Danish living. Funds would also be used to create software and programming of the teaching website that would include PHP programming.

A variety of other uses for the fund include graphic design of both the website and videos, a video studio for the recording of many teaching videos, a video camera and tripod, editing equipment and video production software, teaching videos, and web hosting.

One reader of the book who is a business college student says, “Simply wild and fantastic coaching. You have turned my world upside down. I have now started attending lessons at school, and I actually enjoy it! Thank you Alan!”

There are varieties of levels donors can give at with a variety of benefits that come with the donation. These can include eBooks, audio books, academy classes, individual sessions and sponsorships. The total fundraising goal is \$59,000.

To learn more or to donate, visit <http://www.indiegogo.com/projects/the-scandinavian-secret>. Internet users can also go to [www.IndieGogo.com](http://www.IndieGogo.com) and search “Scandinavian Secret” to explore what author Alan Amstrup has to offer.

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