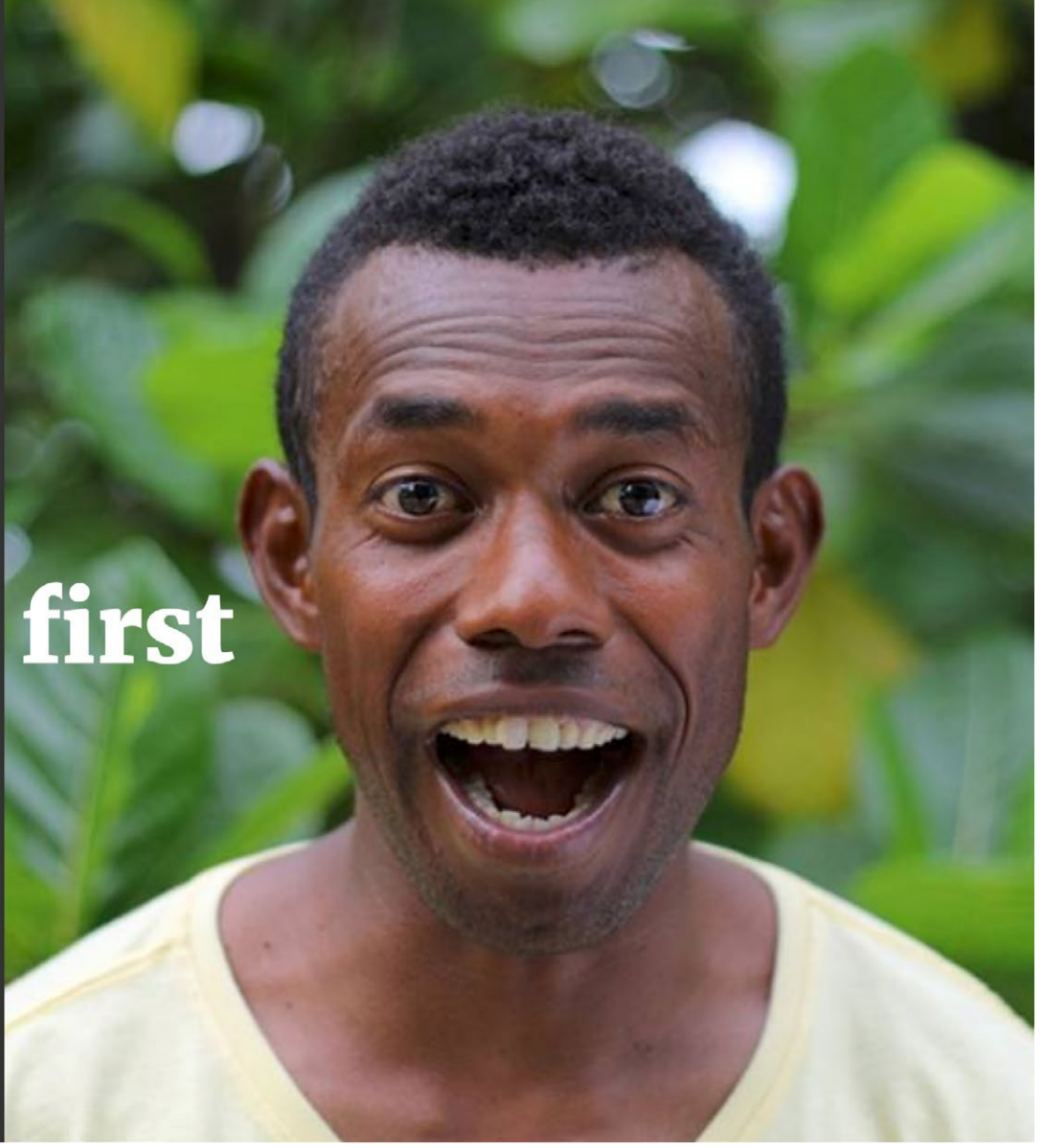




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## Fiji releases its first Bulanaires list



# BULANAIRE

From fairytales to real life stories, the pursuit of happiness is a universally compelling dream, and now one country has discovered the formula.

Fiji has flipped the script on what wealth really means with the release of its Bulanaires list, which celebrates people rich in happiness and the island nations' 'Bula Spirit'.

A few familiar faces made the list, including well-known rugby player and proud Fijian Waisake Naholo, fellow rugby player Beauden Barrett and the founder of Eat My Lunch, Lisa King.

Fijians honoured include Dawn Simpson, Resort Manager at Dolphin Island Resort, Tomasi Kinikinilau, activities attendant at Malolo Island Resort, and Steven Andrews, the general manager of Castaway Island.



The Bulanaires list was compiled under the guidance of Professor Lea Waters (PhD), a psychologist, scientist, author and TEDX speaker who specialises in positive psychology.

Dr Waters has long advocated her seven guiding principles for happiness, which are: giving back, connection with family and community, nurturing fun and adventure, experiencing humour and positive emotions, developing acceptance for the simple things in life, living in the moment, and disconnecting from the world to ensure meaning and purpose.



Professor Lea Waters is a renowned speaker and physiologist who helped compile the Bulanaires list. *TOURISM FIJI/SUPPLIED*

Many of Professor Waters' principles are found among the people of Fiji, which likely explains why Fiji was deemed the Happiest Country in the World in the 2017 Gallup International Survey on Happiness, Hope and Economic Optimism. The same survey found that the world's happiness had declined since the previous year, with Fiji bucking this trend.

The Bulanaires list is in contrast to the infamous Billionaires list, measuring wealth based on happiness as opposed to financial success.

Commenting on what a Bulanaire is, Professor Waters said: "Bulanaires redefine the way we measure success. A common measure of success is often portrayed through the annual 'rich lists' that showcase the increased number of billionaires each year. But perhaps instead, we need to consider finding happiness and contentment as a measure for being rich."



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Professor Waters is joined on the Bulanaires campaign by Arianna Huffington, who created Thrive Global to nurture happiness in the workplace following global success pioneering media giant HuffPost. As Fiji has done with happiness, Huffington changed the game in digital media.

She says: "Happiness and wellbeing are not just magical traits that some are blessed with and others are not; they're a way of living and working that we can nurture and grow."

The Fijian people want to share their happiness and Bula Spirit with everyone at a time when the world needs it most. With 333 islands ready to be explored, year-round warmth, and just a three hour flight from Auckland, Fiji is the perfect place to find happiness.

For the full list of Bulanaires go to: <http://www.bulanaires.com>.