

PRESS RELEASE

THE WORLD HAPPINESS ORGANISATION: Meet the author of the new English-language novel set in *la Ville rose* at Librairie Privat on 19th October 2024

The launch of this timely, thought-provoking and funny tale that seeks to define true happiness is supported by Toulouse Team's Club des Ambassadeurs de Toulouse

Toulouse, 4th October 2024 – The importance of happiness and emotional well-being as criteria for social policy drives the annual publication of the famous *World Happiness Report*¹. Released on the 19th September 2024, The *World Happiness Organisation* fictionalises that same theme in Lou Gibbons's debut novel. Come and meet her to learn more at Librairie Privat (rue des Arts, Toulouse) on Saturday 19th October (5-7 p.m.)

Retirement in the South of France isn't all it's cracked up to be. After fifty years of marriage, the only thing Mavis and Jeff agree on is that it's too late to change. Enter the maverick and flirtatious Rémy, sent to prove them wrong. When he asks the Toulouse Club for English Pensioners to help oversee clinical trials for a revolutionary happiness drug, little does anyone know he is a World Happiness Organisation (WHO) agent, armed with their files. But Rémy also faces a dilemma. The new drug is part of a covert scheme to monetise happiness, violating the Organisation's founding principles, and his boss is about to find out ...

"The characters we meet are people we all know and can relate to. (...) The story of their lives, relationships and emotional interactions sounds a familiar bell. By turns humorous, philosophical, heart rendering and wholesome," says one of the first reviews. "Feel good fiction at its best from an emerging talent."

The meet-the-author event is supported by the [Club des Ambassadeurs de Toulouse](#), an initiative developed by Toulouse Team, Toulouse Métropole's Agence d'attractivité, which brings together over 500 people across 50 countries to promote Toulouse at home and abroad.

"There really aren't too many novels set in Toulouse, certainly not in English and around such a positive theme!" says Muriel Martin, network coordinator. "Lou has been a member of our network for a long time. A marketer and corporate writer, she has always been a positive spokesperson for our city. We're delighted to see her continuing the good work as she branches into fiction."

Ebook and paperback versions of *The World Happiness Organisation* are available on all major platforms [here](#), or in the following local bookshops: Privat, Ombres Blanches and L'Autre Rive Cartoucherie in Toulouse, Au fil des mots in Blagnac and the Librairie buissonnière in Samatan (32).

Further book signings are scheduled at Au fil de mots in Blagnac, on Saturday 30th November (10-12 a.m.) and at the Librairie buissonnière in Samatan on Saturday 7th December (10-12 a.m.)

Lou Gibbons is originally from Manchester, UK, has been living in the Gers for nearly twenty years and recently became a French resident. Her novel is self-published under the publishing house Centulle. More information at www.lougibbons.com

To register for the event or know more, contact: lou@lougibbons.com - 06 33 02 05 54

¹ <https://worldhappiness.report> (Wellbeing Research Centre at the University of Oxford, UK)