

# SOMEONE'S GOT TO DO IT >>

**BRONWEN WILLIAMS**

JOYOLOGIST, LAUGHTERWORKS

● "I was a women's fashion designer before one day I realised it wasn't enough. I had a few hard issues in my own life and was re-evaluating, and I realised that making a positive difference to other people's lives was what interested me. I started by running juggling workshops, because that is one of the few activities we do that uses the left and right parts of the brain. Another one is laughing. When we laugh, our brain releases endorphins. I saw that the point where people started really bonding and opening up was when they were laughing; now we do belly-laughing, balloon-making and games. It's all to break down barriers and help people to reconnect. Laughter is the most human thing we do. I do a lot of work with schools, hospitals, but mostly corporate stuff. I feel very honoured. I love it.

There's no downside!" *Debra Taylor*