

Switch it On!

Join us in a community-wide reading
of a national bestselling book about change:

SWITCH: HOW TO CHANGE THINGS WHEN CHANGE IS HARD

WHAT: Let's learn how each of us can help transform the regional economy and help create a prosperous culture to benefit all Dan River citizens by reading *Switch* together.

The community-wide read will culminate with readers sharing breakfast and hearing from author, Dan Heath.

Switch addresses the question: Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives?

The primary obstacle, say the Heaths, is a conflict that's built into our brains. Psychologists have discovered that our minds are ruled by two different systems—the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. In *Switch*, the Heaths show how everyday people have united both minds and, as a result, achieved dramatic results. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.



*“For things
to change,
somebody
somewhere
has to start
acting
differently.
Maybe it's you;
maybe it's
your team.”*

Dan and
Chip Heath

WHERE: Riverview Rotary purchased and will distribute 200 copies of the book for high school juniors, seniors and regional college students. The Danville Regional Foundation has underwritten 1,000 copies of the book, available September 15 for only \$10 at The Schoolfield House Booksellers at Averett University, 354 West Main Street (compared to \$26 retail).

WHEN: The community-wide read will take place through October 26. We invite you to join us for breakfast with the author, October 26, 7:30 a.m. at the Institute for Advanced Learning and Research. Registrations will be accepted on a first-come, first-served basis and can be made by contacting the Danville Pittsylvania County Chamber of Commerce at 434-836-6990, or by email: chamber@dpchamber.org. Maximum capacity is 550 people.

DANVILLE
REGIONAL
FOUNDATION

“Together We Are
Building A
Brighter Future”



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