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FREE MONEY DAY A SUCCESS

On Thursday, 15 September, at over 60 locations worldwide, members of the public handed out their own money to complete strangers, asking recipients to pass half the amount on to someone else. Dubbed 'Free Money Day', the event aimed to start conversations about the benefits of alternative economies based on sharing.

"Free Money Day was an invitation to explore, in a fun way, what it might be like if our relationships to money and our economies were a little different" said Australian Dr Donnie Maclurcan, co-founder of the Post Growth Institute, the group behind the stunt.

"Many people wondered: 'what's the catch?'. However, most people were just blown away by the idea, embracing the generosity of the day. We heard many reports of people passing on half of their free money to others" Dr Maclurcan said.

"The day totally shocked people, paving the way for discussions about the culture of 'more' and workable alternatives to never-ending economic growth" Dr Maclurcan said.

Sixty-one Free Money Day events occurred across 40 towns and cities around the world, from Lahore to Dubai, Buenos Aires and Tervuren, Belgium. Almost AU \$3000 of people's own money was given away on the day. Dr Maclurcan gave away over \$1000 in Sydney.

Following the day's success, the Post Growth Institute is now considering making the event an annual occasion.

More information, including photos and video footage is available at the Free Money Day event website: www.freemoneyday.org/media.

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The Post Growth Institute is an international group seeking to inspire and equip people everywhere to make global well-being our most urgent priority, without relying on growth to make this happen.

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