

Entrepreneur Kit Cooper Starts Best Life Practices Foundation

Previous Ernst & Young Entrepreneur of the Year Winner's Next Move is Philanthropy with Launch of Quality of Life Non Profit

Los Angeles, CA -- January 27, 2009 -- Entrepreneur Kit Cooper announced today the launch of his new venture, Best Life Practices Foundation (www.bestlifepactices.org) where he will serve as executive director. The site helps people live better lives by offering an unprecedented knowledge transfer of quality of life best practices.

This website features a repository of quality of life best practices pulled together from one-hour, face-to-face interviews with well known types like Richard Branson and Tom Skerritt to lesser known but equally compelling individuals.

“The reality is we can’t think of a better thing for people to focus on and strive for than quality of life,” Cooper commented. “Is there a better measurement for a life well lived than quality of life? Our role in the quality of life movement is pretty simple. We conduct in depth interviews with people that have achieved success on the quality of life front. And then we share the practices and perspectives that were discovered through these conversations.”

The non profit seeks to contribute to the growing worldwide movement of people who are focused on quality of life and measure it based on their level of satisfaction personally and professionally, are drawn to authentic and meaningful experiences, and are intent on leaving the world a better place while enjoying the journey along the way.

“Through helping people live better lives, it is also one of the organization’s aims to help increase the vitality of the giver side of the philanthropy equation,” mentioned Cooper. “We believe that the more a current or potential contributor is satisfied with their own personal lives (through performance in areas like relationships, physical health, productivity), the more apt and able they are to serve those less fortunate and to be more spirited and generous citizens overall.”

“Certainly the global financial downturn presents good timing for this sort of online destination where people can go to gain inspiration and motivation to improve their quality of their life. It is a time when people are forced to realize that financial gain is not the central contributor to their quality of life. It’s definitely important but I think people are viewing it more in its proper context as a facilitator and not all that helpful as a goal in itself.”

Cooper is working on a related book currently titled, “The Art of Living: Quality of Life Best Practices Revealed.” He is also president of Cooper Equity Partners, a financial services firm which advises Latin American companies on private equity and mergers and acquisitions matters. From 1999 to 2006, Cooper was founder and president of Hispanic Teleservices Corporation, a customer service provider focusing on the U.S. Hispanic market.

About Best Life Practices Foundation

The Best Life Practices Foundation is a 501(c)(3) Non Profit Public Benefit Organization providing educational resources to people around the world, helping them focus on quality of life. The non profit seeks to contribute to the growing worldwide movement of people who are focused on quality of life and measure it based on their level of satisfaction personally and professionally, are drawn to authentic and meaningful experiences, and are intent on leaving the world a better place while enjoying the journey along the way.