



daily GOOD

People say that what we're seeking is a meaning for life. I don't think that's what we're really seeking. I think that what we're seeking is an experience of being alive, so that we actually feel the rapture of being alive. --Joseph Campbell

The only son of the founder of the Baskin-Robbins ice cream empire, John Robbins was groomed to follow in his father's footsteps, but chose to walk away from the immense wealth to be a spokesperson for nonviolence, vegetarianism and a sustainable Earth.

Be The Change:

Take a bold step and do something that makes you come alive.