
With the world in strife, Bob Geldof urges understanding of new book on human behaviour by Australian biologist

FOR IMMEDIATE RELEASE

Sydney, Australia, 27 June 2016 — Sir Bob Geldof has delivered a rousing keynote address at the Royal Geographical Society in London during the launch of Australian biologist Jeremy Griffith's book, *Freedom: The End of the Human Condition*, urging listeners in a world in crisis to read, talk about and understand Griffith's treatise on the human condition.

Introduced by world-renowned mountaineer Tim Macartney-Snape, Geldof said, "I've never felt the world more threatening, more fractious, more fissiparous, more febrile... We need to think, we need new ideas, we need proselytisers, we need obsessed people, which I think Jeremy is. We need him to be questioned. We need *Freedom* to be argued, we need it to be read and talked about and understood. It may be right, it may be wrong. But you need someone as committed as Jeremy to trying to understand what gets us here... Never before have we needed genius, magic and power more; and the word I'd add to that is thought and thinking... Jeremy made me think afresh and think differently."

The culmination of a 40 year enquiry into the human condition, Griffith's book *Freedom* is an honest and penetrating analysis of the origin of our species' competitive, selfish and aggressive behaviour, the result of which is the redeeming and transforming insight into our lives that Griffith says humankind has always sought.

While innumerable theories have been put forward to explain human behaviour, Griffith claims none have confronted the real *psychological* basis of our human condition and, by doing so, solved it.

Griffith stresses that solving the human condition is the only way we can save our species from self-destruction, a world of terrorism, unending wars and refugee crises, ecological devastation, polarised politics, and the breakdown of the family: "All the ailments the world suffers from are symptoms of the deeper issue of the human condition. Which means that to fix the world we have to fix the human condition, and that's what *Freedom* does. It solves the underlying, *real* issue that's been crippling the human race — and by doing that it opens up a whole new world for humankind where everyone is finally able to live free of the psychological agony of the human condition."

Professor Harry Prosen, a past President of the Canadian Psychiatric Association, has described *Freedom* as "The book we have been waiting for, it is the book that saves the world."

Griffith is available for comment and interview. For images of the launch and to access other media materials, visit the book's website at www.HumanCondition.com.

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About the author

Jeremy Griffith was born in 1945 and raised on a sheep station in rural New South Wales, Australia. He was educated at Geelong Grammar School and later graduated in biology from Sydney University. He spent six years in the wilds of Tasmania where he undertook the most thorough investigation ever into the plight of the Tasmanian Tiger, concluding that it was extinct. During this time, aged 27, Griffith shifted his exploratory focus to humanity, which has remained his life's preoccupation for the last 40 years. He started writing about the human condition in 1975, established the World Transformation Movement in 1983 (originally established as the Foundation for Humanity's Adulthood), published his first book, *Free: The End of the Human Condition* in 1988, his second book, *Beyond the Human Condition* in 1991, and his bestselling third book, *A Species In Denial*, in 2004. He lives in Sydney.



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