



# The Power of Choice

*The Life and Ideas of Milton Friedman*

## *Backgrounder*

### **FREE TO CHOOSE MEDIA**

Free to Choose Media is a non-profit 501-c-3 public foundation whose mission is:

*To use easily understood and entertaining popular media to reach inquisitive minds regarding the value and interrelationship of personal, economic and political freedom sustained by the rule of law.*

A media company for the 21<sup>st</sup> Century, Free to Choose Media explores the concepts of freedom and wealth creation through expert storytelling and high-quality presentation. Founded by current president Bob Chitester in 1985, Free to Choose Media was appropriately named after the PBS series “Free to Choose” – also created by Chitester – as the organization’s mission was an extension of that work.

Free to Choose Media strives to translate the excellent scholarship of think tanks and independent scholars into engaging stories, phrases and images. These will become life-long reminders of the tug of war between freedom and government and the constant need to rein in the latter to preserve the former.

The need is to translate serious scholarship into widely understood rhetoric and icons; to accept passion and intuition as an important and perhaps primary source of most people’s decisions. The challenge is not to teach economics. The challenge is to find ways to avoid the classic failure of the self governed to retain awareness of the necessary conditions for the survival of their freedom and prosperity.

*“There are very few people over the generations who have ideas that are sufficiently original to materially alter the direction of civilization. Milton is one of those very few people.”*

**Alan Greenspan,**  
Former Chairman,  
Federal Reserve

