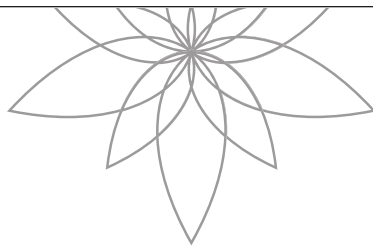


Your Support

Amma's programs and charitable activities are made possible through the selfless efforts and monetary donations of many individuals around the globe. One great way to support Amma and her important work is to place an ad in the national Program Guide, viewed by over 30,000 individuals during the course of the summer. The Program Guide provides valuable information to program attendees about Amma, her humanitarian activities, and each city's program. Aside from the benefit of reaching thousands of individuals through your ad, these contributions make it possible for Amma's events to be offered free of charge throughout North America. Proceeds from the Program Guide support the summer tour, which is made possible through the efforts of hundreds of individuals on a purely volunteer basis. By supporting Amma's programs in the United States and Canada, you help pave the way for more and more people to be uplifted by the healing balm of her selfless love and blessings.

If you would like to place an ad in the Program Guide, please refer to the attached information packet or email ads@amma.org. To place an ad in the Toronto/Canadian Program Guide, please email info@ammacanada.ca

MA Center is tax exempt under Section 501(c)(3) of the federal tax laws. Please consult your tax advisor to determine deductibility.



"Recognized worldwide for her spiritual and humanitarian work, Amma... ministers to the poor of India with food and open arms, often for more than 20 hours at a stretch."

-New York Times, July 2006

"Amma is the embodiment of pure love. Her presence heals."

-Deepak Chopra, M.D.

"[Amma's] outreach has a profound effect on those who receive her hugs. They come to heal and open up their hearts to a woman who has dedicated her life to spreading infinite compassion and motherly love throughout the world."

-Fox News Live, July 2007

"I believe that [Amma] stands here before us, God's love in a human body."

*- Jane Goodall, Gandhi-King Award
for Nonviolence Ceremony, 2002*

"For 25 years, Amma's spiritual hugs and charitable works, including orphanages, women's shelters, hospices and vocational education programs for the poor, have helped her to become what many Hindus and non-Hindus consider a living saint."

-Los Angeles Times, 2000

For more information about Amma please visit

www.amma.org



SUPPORTING AMMA'S SUMMER TOUR



"Real devotion to God is to be compassionate towards the poor and the suffering. Feed those who are hungry, help the destitute, console those who are sad, give relief to those in pain – be charitable towards everyone. This is Amma's message to you."

-Amma



About Amma

She is called Sri Mata Amritanandamayi, the “Mother of Immortal Bliss,” though to many she is simply known as Amma, or Mother. Amma subscribes to no formal religion, but rather says that her religion is Love. Every moment of her life is dedicated to nurturing a just and compassionate world, one in which selflessness is the core. With her holistic vision, Amma works tirelessly to nourish individuals and communities through her spiritual activities and humanitarian projects. As the *Washington Post* explains, “During her travels, Amma asks for nothing, no money, no food, no lodging. But with donations, she has organized... schools and... orphanages, as well as hospitals, hospices, and shelters for battered women in India.”

Today thousands upon thousands attend Amma’s programs around the world in order to receive her blessings and wisdom as she shares her divine inspiration with seekers of every kind. Sometimes referred to as the “Hugging Saint,” Amma spends her days and nights offering *darshan*, or spiritual blessings in the form of a hug, to as many as 50,000 individuals in one sitting. Over the past four decades Amma has physically embraced more than 29 million people worldwide.

Humanitarian Activities

Embracing the World, a not-for-profit international collective of charities founded by Amma, runs a vast network of charitable programs. Some of these volunteer services include the construction of houses for the poor, state-of-the-art hospitals, educational facilities, and environmental projects. According to *People Magazine*, Amma “and her volunteers reportedly feed an estimated 50,000 poor Indians monthly.” Likewise, in the United States and Canada, Amma has established the “Mother’s Kitchen” project in an effort to provide meals to the inner city poor; this rapidly expanding program is currently active in over 40 centers across the country.

Disaster Relief

Embracing the World has made great strides in the arena of disaster relief. After the Asian Tsunami struck in 2004, Amma pledged \$23 million to rebuild homes in Southern India and Sri Lanka; by the end of 2006 this pledge doubled, reaching \$46 million. In addition, an all-volunteer workforce provided direct relief to tens of thousands of affected individuals in the form of temporary shelters, food, clothing, medical assistance, vocational training, and pensions. Amma also pledged \$1 million in aid and assistance to those affected by Hurricanes Katrina and Rita. After the hurricanes struck, M.A. Center and its affiliates donated food, clothing, school supplies, medical care, and emotional support to survivors.

In 2005 the United Nations granted formal consultative status to Amma’s India-based charitable organization known as MA Math, which is one of only 30 Indian non-governmental organizations to ever receive the distinguished designation. This important partnership provides opportunities for joint collaboration in disaster relief efforts and the achievement of the UN Millennium Development Goals.

In March 2007 Amma announced the undertaking of a massive \$46 million project to address the growing problem of farmer suicides in India through economic, social, and spiritual interventions.

World Recognition

In 2006 Amma received the James Parks Morton Interfaith Award from the Interfaith Center of New York in honor of her efforts to foster peace and harmony between religions. Other honorees included Supreme Court Justice Steven Beyer and noted actor and humanitarian Richard Gere. In 2004 Amma delivered the closing plenary address at the Parliament of World Religions in Barcelona, Spain. Previously, she was honored with the prestigious Gandhi-King Award for Nonviolence at the Global Peace Initiative of Women Religious and Spiritual Leaders at the UN in 2002; previous recipients of this award include Nelson Mandela, Kofi Annan, and Jane Goodall.

Amma’s Summer Tour

Each summer Amma travels to the United States and Canada where thousands attend her popular and growing programs. From the beginning of June through the end of July, Amma conducts free public programs and retreats, which include *darshan*, a spiritual discourse, devotional chanting, and meditation. Evening programs often go on throughout the night.

