



Friends of Amma

Deadline for adverts extended to 1st October

June 1011

Dear Sir/Madam,

Advertise in Amma's visit Programme Guide 2011

During November 2011, our charitable organization will be sponsoring a three-day event at Alexandra Palace in north London from 15-17 November with more than 12,000 expected attendees.

The programme is a spiritual gathering at which individuals will spend time with Sri Mata Amritanandamayi (known as Amma), an internationally renowned spiritual and humanitarian leader unlike any other in the world today. As part of the event, free Programme Guides (booklets) will be distributed to all attendees as a keepsake.

To help support this event and Amma's humanitarian activities, we are contacting business owners who may be interested in advertising in this Programme Guide. Attendees will come from all over the country, though the majority will be London-based, sharing specific interests in holistic health, the environment and spirituality. Placing an advert in the Guide is a wonderful opportunity to reach these individuals.

With this letter are details of advertising rates and specifications along with payment information. This letter also contains a weblink to a copy of last year's Programme Guide; this year's Guide will follow a similar format.

The deadline for placing advertisements and payments is **1 October 2011**.

Thank you for your consideration and we hope to hear from you. Please do not hesitate to get in touch with any queries.

Kind Regards,

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